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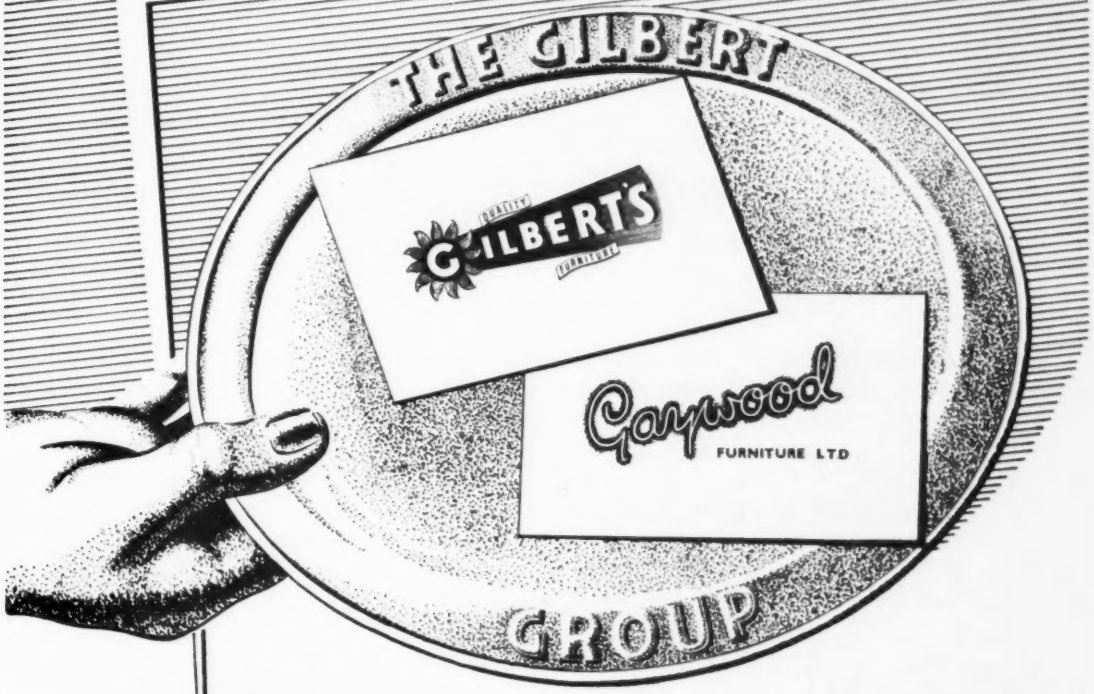

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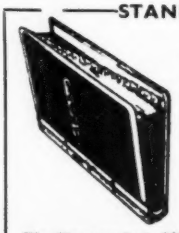

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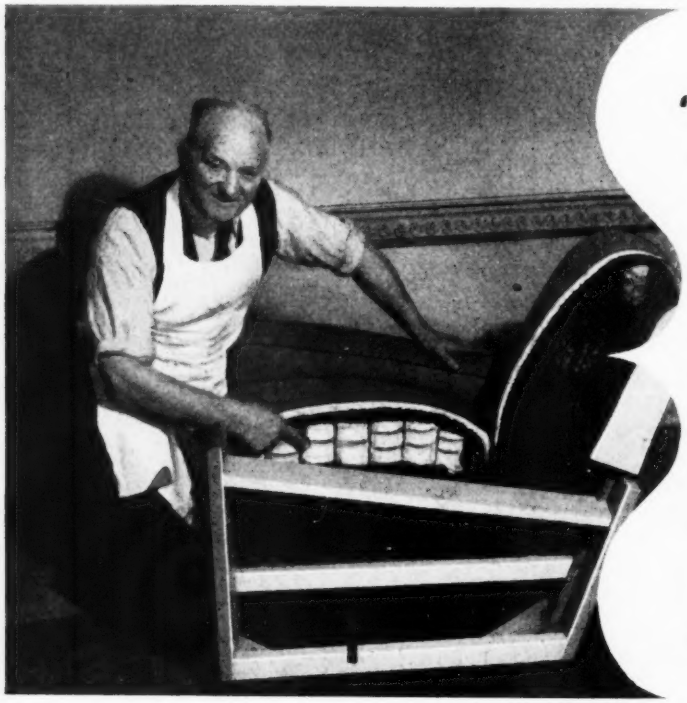

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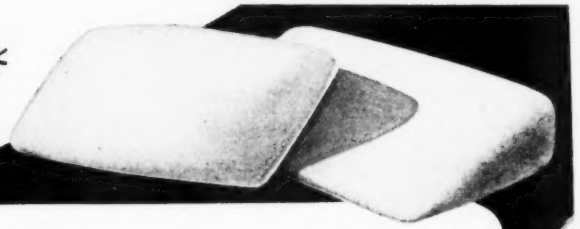

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KEY TO ILLUSTRATION ON LEFT

No. 1. Conference deciding new range of furniture
No. 2. Designer prepares sketches for selection
No. 3. Designer prepares full-sized working drawings
No. 4. Preparing cutting list for timber used

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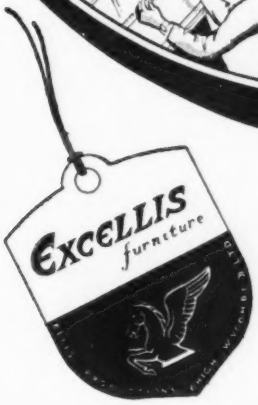

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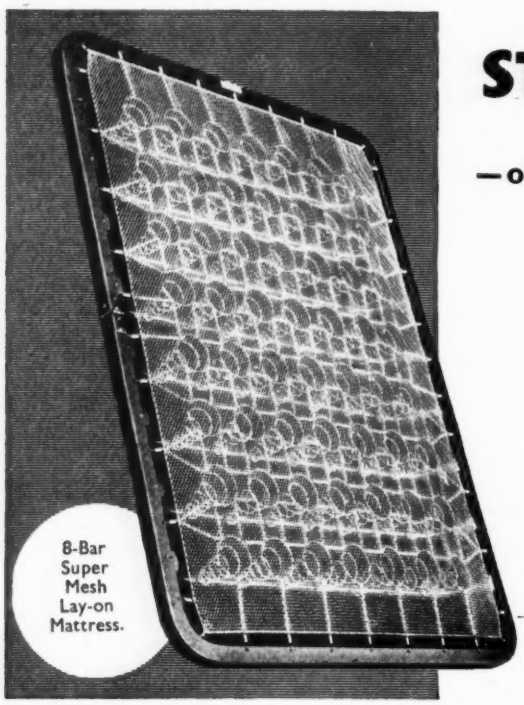

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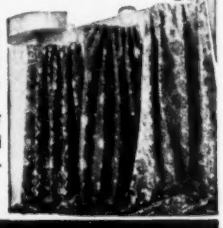

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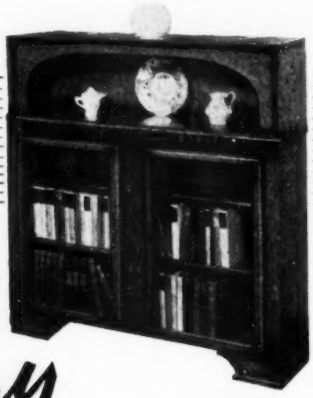

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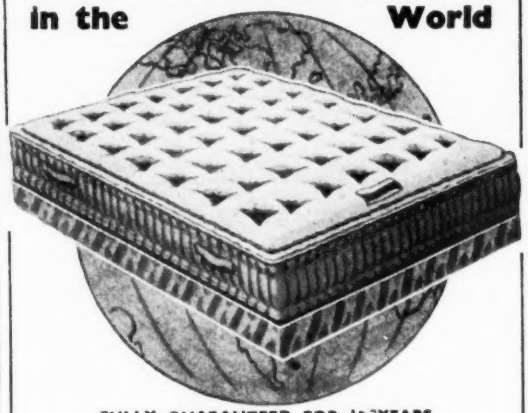

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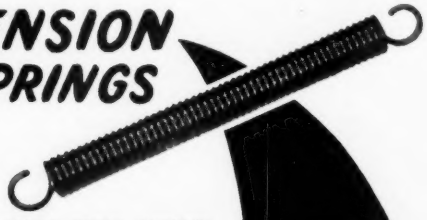

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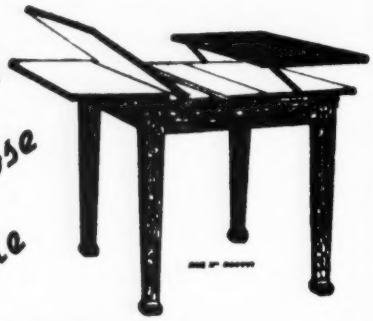

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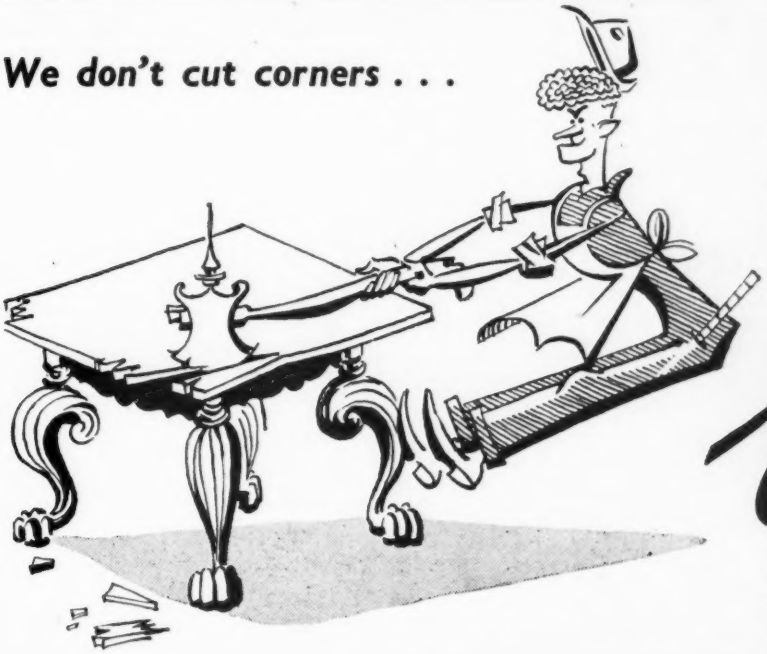

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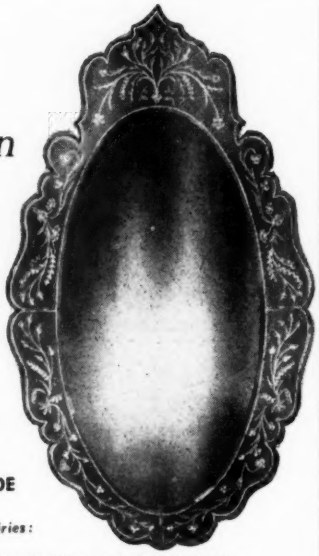

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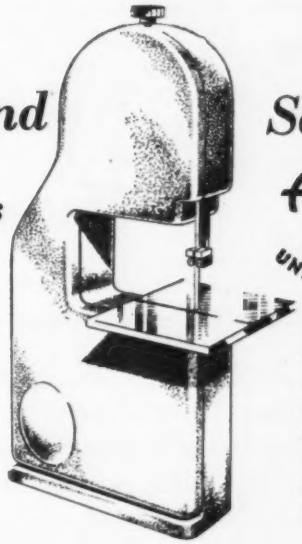

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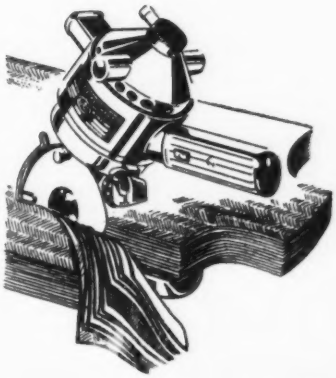

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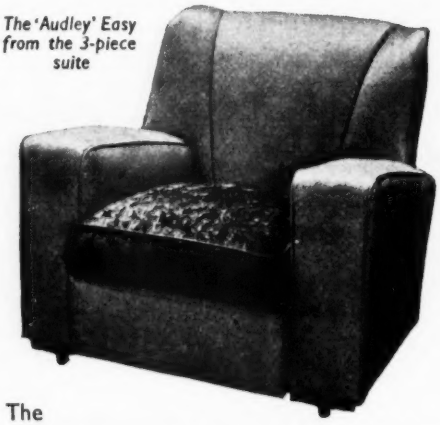

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The Plywood Battle — Next Stage

Concession Forces Purchase of Sub-Standard Stock—*M.P.*

THE controversy over plywood was taken a step further in the House of Commons on Monday when Mr. John Hall, M.P. for High Wycombe, asked Sir Arthur Salter, Minister of Materials, when he anticipated removing the remaining controls on the import of plywood.

Sir Arthur replied: "Imports of plywood are at present controlled by linking the issue of import licences to purchases from the Ministry's stocks.

"I explained the reasons for this in my reply to my Hon. Friend the Member for Kidderminster on June 29. The duration of this scheme will depend upon the rate of disposal of stocks."

(This reply was fully reported in "Furnishing World" last week.)

Sir Arthur added: "There is also restriction on the import of dollar plywood. When it will be possible to remove all control over plywood imports will depend on our balance of payments situation."

Three Questions

Mr. Hall: "While I can hardly be disappointed at receiving the reply which I expected, may I nevertheless ask these questions: first, is the Minister aware that the relaxation to which he referred in the answer he gave to my Hon. Friend the Member for Kidderminster (Mr. Nabarro) can have the broad effect of doubling the import entitlement only if the importer is willing to buy a quantity of sub-standard or unsuitable plywood?

"Secondly, is he aware that the ratio of purchases from Ministry stocks to imports is so weighted as to discourage the purchase of the type of plywood which the furniture industry requires?

"Lastly, is he aware that the present method of disposing of the Ministry's stocks is likely to increase the cost of manufactured furniture to the purchasing public? Would he not consider this question again?"

Sir Arthur Salter: "I would not accept my Hon. Friend's first supplementary question as a general statement because in many cases the Ministry's stocks are such as are convenient for the use of the purchaser.

SEE "Viewpoint," page 38

"In regard to the second, the ratio, roughly, has been halved this last week, and I think that that largely meets the difficulty my hon. Friend had in mind. I think that that, too, to a large extent answers his third question as well."

DITCHBURNS APPOINT NEW SALES CHIEF

Bernard Jacobs for North

IT was announced this week that Mr. Bernard Jacobs, of Leeds, has been appointed to take charge of sales management in the Ditchburn Group, with offices at the Leeds Cabinet Co., Ltd., Olympia Works, Roundhay Road, Leeds.

Mr. Jacobs told a *World* reporter: "This is a unique position, as I am in charge of sales management for the whole of my firm's Northern companies. My appointment does not cover the London factories.

"We propose very shortly to open a showroom at Olympia Works where there will be on show something from every one of the factories."

Mr. Bernard Jacobs is a great worker for the F.T.B.A., both as president for the Area and as a committee member, and still serves on the London Executive.

He was "born into the industry" over premises in Sunderland owned by his late grandfather, who at that time was head of The Northern Furnishing Co. of Sunderland, a firm which had a factory and a number of retail furnishing shops.

The position Mr. Jacobs has taken up is an entirely new one with the Ditchburn Group.

Furnishers Fined £600 For Hire Purchase Offences

"WE consider these are very bad cases. There is evidence of deliberate attempt to deceive and, in a competitive sense, great advantage must have been obtained," said Mr. G. R. Carter, chairman, at the Bradford City Court on Friday, July 3, when fining George M. Brown, Ltd., multiple furnishers, of Granger Street, Newcastle upon Tyne, £600 and £25 4s. costs.

The firm pleaded "Guilty" to four summonses of disposing of a vacuum cleaner and three radiograms on hire-purchase by accepting less than a third deposit and agreeing to receive the balance over a longer period than 18 months.

They further pleaded "Guilty" to four summonses for disposing of radiograms on hire-purchase agreements not wholly in writing.

Mr. A. R. Sayle, prosecuting for the Board of Trade, said that routine visits by the Board's inspectors to the firm's branches at Bradford and Wakefield had led to the discovery of the offences after an inspection of hire-purchase and rental agreements at the firm's head office.

Pointing out that the hire-purchase instructions came into operation in February, 1952, he said that one of the worst features of the case was that the firm had not only infringed the regulations relating to hire-purchase agreements by accepting a lower deposit than the amount specified and granting instalment payments over a longer period than that allowed by the Order, but the inspectors had found agreements made some months after the Order came into operation had been post-dated to the day before the Order came into operation, and he alleged that there had been a deliberate attempt to mislead.

On behalf of the firm, it was contended that they were merely technical offences and that it was singular that the firm should be summoned for helping the public.

There was no attempt to "go round corners" and full instructions on the implications of the Order had been sent to the firm's 24 branches.

The offences had been committed, contrary to those implicit instructions, by a supervisor, no longer in the firm's employ, who was just a little too anxious to earn commission.

Although the firm must have had hundreds of similar agreements, it was pointed out that these were the only complaints.

Brooke Skilbeck Joins Burgess Bedding

MR. GEORGE BROOKE SKILBECK, of 15 Park Drive, Harrogate, is from September 1, to be the Yorkshire representative for Burgess Bedding of Manchester.

It will be remembered that Mr. Skilbeck recently announced his forthcoming resignation from his position as secretary of the Northern Furniture Manufacturers' Association.

BULLETIN FOR CARPET TRAVELLERS

THE first fortnightly "Travellers' Bulletin" has now been sent out to all travellers on the staffs of the organisations within the Federation of British Carpet Manufacturers who are supporting the Carpet Fortnight from September 26 to October 10.

The bulletin stresses the importance of travellers ensuring that all their customers know of the fortnight and that they will co-operate with displays and advertising.

Attached to the bulletin were copies of the letters that are being sent to the general managers of all department store and other retail carpet outlets and to all wholesalers giving them the initial information about carpet fortnight, and a reprint of the trade Press advertising.

House Rejects Clause on Purchase Tax "Uplift"

But Mr. Butler Has Hopes For Next Year

THE House of Commons, on Tuesday night, rejected a new Clause to the Finance Bill which was moved by Mrs. Barbara Castle.

The Clause proposed that purchase tax would be charged on the actual price paid by the retailer and not include an uplift because a wholesaler had been by-passed or there had been a quantitative discount.

Replying to the debate, Mr. R. A. Butler, Chancellor of the Exchequer, said he hoped that next year, in the evidence put before them on the basis of the majority and minority reports of the Grant Committee, it would be possible to come to a conclusion on purchase tax which was agreeable to the House as a whole.

Softwood Report Out Next Week

WHEN asked in the House of Commons on Monday when the report of the Committee on Consumption Licensing of Softwood would be completed, Sir Arthur Salter, Minister of Materials, said he hoped to be able to give next week the result of the fresh assessment, upon which officials had been working with the assistance of the Timber Development Association, of the possible increase in softwood consumption which might result if the softwood licensing system were abolished.

Gets "Good Housekeeping" Certificate

THE "Good Housekeeping" certificate has been awarded to G. Hollins & Sons, Ltd., Brentwood Estate, North Circular Road, Cricklewood, N.W.2, for their kitchen cabinet model 160 which incorporates "Superaks."

Textile Standards Must Be Higher Than Utility

Ronald Schofield's Warning

WHILE British Standard Specifications for textiles are still under discussion it is hoped that note will be taken of retail experience. The specifications should not be pitched so low that the mark will become worthless.

This was said by Mr. Ronald Schofield (Schofields [Leeds], Ltd.), chairman of the Retail Trading-Standards Association, in his annual report to the annual general meeting, which was held in London on Thursday of last week.

Mr. Schofield adds that the standards should, at least, be better than the old Utility, they should be based on comprehensive performance and all-round serviceability, failing which it should be made quite clear for what quality the mark has been awarded.

The report criticises the Government for its refusal so far to consider defraying the expenses of trade organisations which make use of the Merchandise Marks Act to protect the public from false description of consumer goods.

The purpose of the Act, which was about to be amended, was emasculated, says Mr. Schofield, by the refusal of the Government to accept any responsibility, financial or supervisory, for ensuring that its provisions are respected.

Few trade organisations were in a position to spend large sums of money on proceedings under the Merchandise Marks Act and the net cost to the R.T.S.A. of its prosecutions over the past few years had exceeded £850, including £380 in 1952.

Store for Greatermans

GREATERMANS STORES, LTD., 164 Market Street, Johannesburg, have acquired a controlling interest in the business of H. & A. Payne (1934), Ltd., proprietors of Payne Bros., Ltd., Durban and Port Elizabeth, and owners of other stores in Cape Town and East London.

Mr. J. R. Price is continuing as managing director of the Payne group of companies.

Hardy's Convert Chapel

A former Methodist chapel in Freeman Street, Grimsby, is being converted to shop premises by Hardy & Co. (Furnishers), Ltd., Newcastle-on-Tyne.

The alterations are of an extensive nature and the new store is not likely to be opened until early next year.

New Branch for Worthing Firm

PREMISES at 16-18 Surrey St., Littlehampton, have been acquired by Jones & Tomlin, furnishers, 90 Chapel Street, Worthing.

The manager of the new branch is Mr. M. A. B. Jarritt. Proprietor of the firm is Mr. L. E. Tomlin.

Hurst, furnishing fabric and household linen specialists, have opened at 376 Caledonian Road, London, N.1.

New Cantor Branch For Barnsley

THE property, stock and book debts of J. Drake & Sons, Ltd., 29-31 Sheffield Road, Barnsley, have been purchased by Cantor's, Ltd.

Trading is being continued pending alterations to modernise and improve the property and bring it into line with Cantor's other stores.

Cantor's are a family-owned concern whose head office is at 22 Brocco Bank, Sheffield, and they operate a number of modern branches in the North and Midlands.

WM. LAWRENCE TO MERGE ?

THE directors of William Lawrence & Co., Ltd., have announced that negotiations have reached an advanced stage for the amalgamation of the company with Holmes Brothers (London), a private company.

The directors suggest that members would be well advised not to dispose of their shares.

3 Ways To Solve P.T. Rebate

WHILE the acceptance of the Hutton Report by the Government and the failure of members of that committee to find a solution to the problem which caused retailers to lose money on goods in stock when purchase tax was reduced has been a bitter blow, Mr. Robert Bradshaw, a former president of the National Chamber of Trade, told delegates attending a meeting of the Chamber's North-western Area Council at Sale (Cheshire) last week:—

"We are still not beaten. There are three things which can be done —and done legitimately." Mr. Bradshaw's three suggestions were:—

Delay buying or reduce buying to the absolute minimum during the period between January and Budget day;

Payment for goods should be made, but payment of tax on those goods should be held back until the third month; and

Discount should be given, say, of 5 per cent and credited as a reserve on the books of the supplier.

At the Palace

At last week's Investiture at Buckingham Palace Mr. MacAlister Bexon, president of the B.F.M., attended to receive the C.B.E. He is seen here outside the Palace with his wife and his daughter-in-law, Mrs. Michael Bexon.

Big Flood Damage at Carpet Firms in Kidderminster

DAMAGE running into thousands of pounds was done in carpet factories at Kidderminster during a freak storm in which nearly two inches of rain fell in the space of an hour and a half, flooding the town centre.

Mr. C. S. Anton, joint managing director of the Victoria Carpet Co., Ltd., told a *World* reporter:—

"Our drains would not take the water and it simply came up the gutters and under the eaves to pour into the sheds, down the walls and wherever there were gutters.

"The whole works were flooded to a depth of several inches, including the office block.

"It is very difficult to say what the cost will be, but fortunately not much damage was done to finished goods. We managed to rescue most of the carpets, but there was considerable damage to raw materials.

"Also the electrical motors and switches were soaked and we had to dry them all out," added Mr. Anton.

He paid tribute to the manner in which staff and employees worked throughout the week-end to get the damage repaired so that normal production could proceed on the following Monday morning.

Bristol Firm's 21 Years' Trading

But Present Premises To Be Demolished

FRED MORGANS, FURNISHERS, LTD., Bristol, are approaching their twenty-first year of trading. The event will be celebrated towards the end of the autumn.

The festivities will, to some extent, be overshadowed by the fact that the firm's present premises, at Merchant Street, are scheduled for demolition and will make way for a roundabout under the city's replanning scheme.

This will make the second compulsory move; they were bombed out of their original premises, in Bridge Street, during the first year of the war.

During an interview with a *Furnishing World* reporter, Mr. W. H. Gale said they were not unduly perturbed by the impending closure. In any case it might be six months or even six years before the blow falls. The site has been acquired by the civic authorities under a compulsory purchase order.

Meantime, Morgans are building up their trade over an ever-increasing area. Already firmly established in Bristol itself, a widespread Press advertising campaign is being conducted throughout Devon, Cornwall, Dorset, Somerset and Gloucestershire. It is understood that the results of this campaign are now making themselves felt in increased trade.

The advertisements exert extra appeal by announcing that rail or bus fares for two, are refunded if purchases of certain amounts are made by out-of-town customers.

Another feature of the firm's advertising is the offer of selected furniture, sold as a complete furnishing for a flatlet. Mr. Gale said that this was done to assist customers when furnishing for small rooms.

Under this scheme the whole set of pieces is sold as a standard unit, although the purchaser can exercise his individual choice if he wishes.

Cotton Team for E. Africa

AN export market team from the British cotton industry is to visit East African Colonial Territories. This team, selected by the President of the Board of Trade, comprises:—

The Hon. A. D. Campbell, G. & R. Dewhurst, Ltd., leader of the team; Mr. J. A. Cronopulo, Ralli Bros., Ltd.; Mr. J. M. H. Grey, John Grey, Ltd.; Mr. M. H. Ferguson, Calico Printers Association; Mr. T. D. F. Powell, The Cotton Board, secretary to the team.

The team will leave the United Kingdom in mid-July and will visit Kenya, Tanganyika, Uganda and probably Zanzibar.

The visit has been arranged in co-operation with the Cotton Board and the Manchester Chamber of Commerce. The team has been asked to investigate the potential future demand for British cotton textiles in the markets to be visited and to recommend what action should be taken in regard to production or marketing to develop exports to the highest possible level, taking into account all relevant trading conditions.

Bigger Premises for Freda Atkins

DEVELOPMENTS by Freda Atkins, cabinetmakers and soft furnishers, include the opening of a new showroom and workrooms following the transfer of the business from 3 Paddington Street to 58 Chiltern Street, London, W.1.

The new premises provide a ground floor showroom for the display of soft furnishings and occasional furniture, with workroom at the back for the making up of curtains, pelmets and loose covers. Lower ground floor accommodates cabinetmaking and repair workshops.

The firm's contract department has been enlarged, and is now handling work for hotels and multiple stores.

Buying is conducted by Mrs. F. Atkins, principal, who established the business at 81 Marylebone High Street, W.1, in 1942, after serving for 11 years with A. W. Draper, Ltd., Marylebone Lane, W.

Mr. L. G. Comber is in charge of the cabinetmaking department.

Furniture Guild's Second Dinner

THE Furniture Makers Guild held its second dinner at the Tallow Chandlers Hall, London, last week, when in the presence of a large attendance of members, The Master, Mr. Stanley Wharton, presented to the respective winners the prizes donated by "The Cabinet Maker" in the Coronation Design Competition.

The toast of "The Guild" was proposed by Mr. Glanvill Benn, and was acknowledged by the Junior Warden, Mr. Alderman Ralph Perring. Mr. MacAlister Bexon, C.B.E., president of the B.F.M., proposed the toast of "The Master," to which Mr. Wharton replied.

Furniture Saved From Fire

QUICK action on the part of the Nottingham Fire Service prevented raging fire from spreading to furniture stocks at the Campton Cabinet Works, Netherfield, on Thursday last.

The fire, which was confined to the first floor and roof of the factory, damaged furniture under repair and destroyed part of the roof.

"World" Report—No. 2

Furnishing Is First Priority At More Summer Sales

"Sales Figures Soar To New Heights"

WITH the opening of more sales at the end of last week and on Monday, the rush for furniture and fabrics spread from South London and Suburban districts, to the North, East, and West of the Metropolis.

It has been apparent that the majority of women shoppers has paid little or no attention to the numerous fashion and footwear bargains offered by the larger stores, who, in some cases, report that dresses which have been marked down well below the actual cost, have been found still on the rails practically untouched.

On the other hand, furnishing departments have received an influx of customers intent on brightening their homes with some of the many bargains available in furniture, upholstery, bedding, floorcoverings and furnishing fabrics.

Speaking to a *World* reporter, Mr. F. S. Mackay, managing director, C. & A. DANIELS, LTD., 199-223 Kentish Town Road, N.W.5, said:—"The furnishing departments have experienced an exceptionally busy time, and there can be no doubt that people are spending more money on refurnishing this summer, and have been waiting for the sales in order to secure the best possible opportunity of obtaining good value in return for their cash.

Other departments have been doing quite well, but it is in the furniture section of the store that sales figures have soared to new heights."

Daniels' bargains include fireside chairs at £4 10s., spring interior mattresses at £4 13s., and heavy gauge cork linoleum for 4s. 11d. per sq. yard.

At BRADLEY & PERRINS, LTD., 357-369 Harrow Road, W.9, whose sale opened on Friday last, most of the women in the queues, which formed up at each entrance, made their way to the furniture and soft furnishings departments on the first floor. Among the specially reduced price lines was 48 in. strong fine filet net curtaining marked down from 4s. 11½d. to 2s. 11½d. per yd.

Mr. W. H. Grantham, director and soft furnishings buyer, said:—"Although the trend has shown that at sale times former mad rushes have given way to a more equal distribution of trade, brought about by the adequate supplies of merchandise appearing on the market during recent years, particular attention is being paid to our soft furnishings department where the sales staff is being kept hard at work coping with the demand for furnishing fabrics."

Typical of the bargains now available to the public in and around London are the following offers.

Prices Slashed

JOHN SANDERS, LTD., The Broadway, Ealing, W.5, have price slashed oak bedroom suites, usually marked £23 15s., down to £11 19s. 6d., 40 in. Wilton heavy quality nylon and wool pile carpeting, in rust, green, fawn or blue, is reduced from 59s. 6d. to 33s. 9d. per yard, and 50 in. furnishing velour, normally priced at 37s. 6d. per yard, is being snapped up at the exceptionally low figure of 8s. 11d.

F. H. ROWSE, LTD., The Broadway, West Ealing, W.13, are offering oak bedroom suites, comprising 4 ft. wardrobes, 2 ft. 6 in. man's robe (fitted three shelves), and 3 ft. 3 in. dressing table with large mirror and two full length drawers, for 30 gns., representing a saving of 10 gns. Similar style walnut suites are reduced from £58 4s. 8d. to 39 gns., 3 ft. spring interior mattresses, normally priced £7 19s. 6d., can be had for £5 19s. 6d., while 4 ft. 6 in. size are ticketed at £7 19s. 6d.

Walnut Suites Down

Walnut bedroom suites, comprising 4 ft. ladies' robe, dressing table and gent's robe, usually marked 52 gns. are offered at 45 gns. by KEMPTHORNE & PHILLIPS, LTD., George Street, Richmond, Surrey. Other walnut bedroom suites are marked down from £78 13s. 4d. to £57. Super quality canvas backed linoleum is reduced from 7s. 9d. to 5s. 6d. per sq. yard.

At L. C. LAMERTON, LTD., Horn Lane, Acton, W.3, the price reductions include 48 in. cretonne from 6s. 9d. and 8s. 11d., down to 4s. 11d. per yard; 36 in. printed spun from 5s. 6d. to 3s. 11d.; 36 in. marquisette from 2s. 11d. to 1s. 11d.; and 48 in. art silk damask, reduced from 8s. 11d. to 6s. 11d.

WELWYN DEPARTMENT STORE, Welwyn Garden City, Herts, are selling 7 and 8 guinea fireside chairs with sprung cushion on tension cables, at £6 15s., and 4 ft. 6 in. spring interior mattresses, at £7 15s., 48 in. Regency and willow design curtainings are offered at 3s. 11½d. per yard.

(*continued on page* 44)

This "World" picture of the busy scene in the soft furnishings department at Bradley & Perrins, Ltd., 357-369 Harrow Road, London, W.9, was taken soon after the store opened for their summer sale last Friday.

Viewpoint

THE Plywood Battle continues. In fact it will be waged with every weapon at the industry's disposal until the present system of control is abolished—the system whereby plywood importers must buy a proportion of Government stock in order to earn their import licences.

★★ In the House on Monday, MR. JOHN HALL, M.P. for High Wycombe, made three strong points. Referring to the "relaxation" in control announced last week by the Minister of Materials, he suggested that:

(1) This "relaxation" would have the broad effect of doubling the value of import entitlement *only if the importer were willing to buy a quantity of sub-standard or unsuitable plywood.* **(2)** The ratio of purchase from Ministry stocks to imports was so weighted as to discourage the purchase of the type of plywood required by the furniture industry. **(3)** The present method of disposing of the Ministry's stocks was likely to increase the cost of furniture to the public.

In reply, SIR ARTHUR SALTER denied the first suggestion and said that "*in many cases the Ministry's stocks are such as are convenient for the use of the purchaser.*"

★★ We do not accept this generality. The fact is that the present National Stock of plywood consists very largely of **(a)** flood damaged ply; **(b)** very low grade (WG) ply that is practically useless; **(c)** very expensive ply that is not economic for furniture production.

★★ One important fact has not yet, we believe, been published. It is this:—

During the earlier stages of approach to the Ministry for the abolition of this system of control, the Ministry would not admit that there was any shortage of plywood for furniture manufacture. Now, however, in placing plywood stocks into three categories, it has included all suitable furniture plywood in the "short supply" class.

This contradiction, to say the least, does not encourage belief in the validity of certain of the Ministry's arguments.

★★ One of the facts which emerge from the new situation is that this short-supply plywood will entitle firms to import only £1 worth of ply for every £2 worth of purchases from National Stock.

Thus, importers will be discouraged from buying material in short supply because of the low import entitlement this yields—*and the material, urgently wanted by furniture manufacturers, will therefore remain in the National Stock.*

★★ It is illegal for a greengrocer to insist that a housewife must purchase two pounds of cabbage if she wants to buy one pound of bananas. Yet the Ministry of Materials persists in this practice of conditional sale.

If the economy of our industry, and of the country as a whole, is not to suffer serious damage, then this system must be abolished with the least possible delay. And we believe that the B.F.M. is taking every possible step, at this moment, to persuade the Minister to give complete freedom of purchase.

Readers' Viewpoint

How we could raise £250,000 for Joint Publicity Fund

The Editor,
"Furnishing World."

SIR,—Mr. Sutcliffe's letter "Operation Enterprise" and your leading article in last week's *Furnishing World* raise my hopes that the furniture and bedding trade may yet make some positive effort to retain a fair proportion of the public's free "spending money."

By "spending money" I mean that portion of the family income which is not absorbed by food, rent, rates, clothing, etc. The trades competing for this money are very numerous; they include the great entertainments industries, the tobacco trade, and public houses as well as our newer and very powerful competitors — the makers of refrigerators, washing machines and, most powerful of all, television sets.

I have long advocated that the bedding trade adopt a national publicity campaign and at one time it seemed possible that progress might be made. The "Furniture First" campaign was a feeble effort and it failed abysmally; no publicity campaign can ever succeed without money, but if, as Mr. Sutcliffe suggests, a campaign was undertaken with the combined backing of the manufacturing and retail trade of the furniture and bedding industries it might well have considerable effect.

The sales of the furniture and bedding trade are in the region of £150,000,000 and it must therefore be apparent that they are trades capable of raising considerable sums for publicity.

For instance, £250,000 a year as a joint publicity fund would be sufficient for a very large campaign; it is, however, a mere one-sixth of one per cent of sales, or 1s. on every £30 of turnover.

The total expenditure by the wholesale and retail advertisers in the furniture trade to-day is in the region of one per cent of sales, and although the addition I have suggested would still leave the total percentage effort on publicity well below that of the competitive trades, I believe that it would be money well spent.

I am convinced that we will not get universal agreement on the raising of a publicity fund, but I firmly believe that if a sufficient number of far-sighted manufacturers and retailers would start this scheme and undertake to back it, they could, in time, bring in a high proportion of the more responsible members of the trade, and that they could "carry" if necessary those members who benefited without paying.

Yours, etc.,
ALAN MYER,
Joint Managing Director,
Horatio Myer & Co., Ltd.

[Another Letter—Page 44]

personally speaking...

NEWS OF PEOPLE YOU KNOW

Sales Chief for Old Bleach

Mr. Terence Webb, a director of Old Bleach Furnishings, Ltd., has recently become sales manager for the whole Old Bleach line and head of the London office. Mr. Webb is a grandson of the founder of the company and has been with them since he started in business.

☆ ☆

CONGRATULATIONS to **Maurice Sill,** managing director of M. Sill, Ltd., the Lincolnshire furnishers, who has become a grandfather.

☆ ☆

BEST wishes, too, to **Alderman E. J. Case** of Salisbury, who has celebrated his golden wedding. He is senior partner in the firm of Case & Sons, furnishers, Fisherton Street, Salisbury, a business established by his father in 1880. His son, **R. V. Case,** is a partner in the firm.

☆ ☆

I AM sorry to hear that **Cecil Bowles,** who is so well-known throughout the trade in East Anglia, has been taken ill, and will be unlikely to be making his usual calls for a week or two. He tells me, however, that he is sure that he will be round in time for his customers' autumn requirements.

☆ ☆

THERE are three appointments in the John Lewis Partnership to report this week: **C. Humphris** is now assistant buyer for curtain nets, muslin, marquisette, ninon and furnishing voiles and plastic materials, American and leather cloths and oiled silks and baizes, this is confirmation of an acting rank; another confirmation of acting rank is that of **D. H. W. Lougher** to be central merchandise adviser on house furnishings in addition to general manager of the buying offices; the third appointment is that of **F. P. King** to be manager of the garden furniture department of John Barnes.

☆ ☆

CHAIRMAN and managing director of Sopers of Harrow, Ltd., **A. W. Clarey,** has taken over similar positions at Dawson Bros. (London), Ltd. This is because of the retirement of **William Owen,** managing director of Dawsons. Mr. Owen remains on the board of directors.

☆ ☆

LAST week, **E. C. Stonehouse,** head of the Wakefield firm of carpet yarn manufacturers—M. P. Stonehouse, Ltd.—handed over long service certificates awarded by a local newspaper to mark the Coronation, to members of his staff. There were four—**Hubert Partington** (44 years), **Fred Gooder** (44 years), **Mrs. Ethel Haigh** (47 years), **Miss Marion Longbottom** (43 years). But Mr. Stonehouse himself has worked in the mill for 48 years, so he, too, holds a certificate.

A Smile with Betts

"He's been that way ever since Diana Dors opened the new branch."

P. F. C Whitehead

R. M. Ixer

MY roving reporter tells me that **P. F. C. Whitehead** has been appointed manager and buyer of the furniture, china, glassware and furnishing ironmongery departments at George Hardwick & Sons, Ltd., Wandsworth, S.W.18. He was previously with Kennards, Ltd., Wimbledon, S.W.19. Also at Hardwick's, **R. M. Ixer,** late of Ebbutt's (Croydon), Ltd., Croydon, Surrey, has become buyer of carpets and soft furnishings.

☆ ☆

ON completion of 40 years' service with the Carpet Manufacturing Co., Ltd., **G. R. Walters,** London sales manager, has retired. After spending a number of years in the company's Glasgow office, he was appointed head of the London sales staff in succession to the late Mr. P. Stokes in 1937. His numerous friends in the trade will wish Mr. Walters many happy years in which to enjoy his retirement.

☆ ☆

BOROUGH magistrates at Kidderminster have elected **Cecil C. Brinton** as chairman of the Bench. Mr. Brinton, a magistrate for many years, is a former Mayor of Kidderminster. He is chairman and joint managing director of the carpet firm of Brintons, Ltd.

☆ ☆

I HEAR that **C. D. Aarvold,** who has succeeded **Lord Mancroft** as independent chairman of the Joint Advisory Council for the Carpet Industry, is undertaking a round of visits to the carpet making centres of this country to familiarise himself with the processes of carpet manufacture. He began with a two-day visit to Kidderminster, spending the intervening night as the guest of **W. P. W. Anderson,** vice-chairman of The Carpet Manufacturing Co., Ltd., who is a member of the J.A.C. Because the time at his disposal was limited, Mr. Aarvold was able to visit only four carpet firms—The Carpet Manufacturing Co., Ltd., Tomkinsons, Ltd., the Chlidema Carpet Co., Ltd., and Brintons, Ltd.

Nomad

How Animation and a Giant Stand can draw Crowds at Rural Exhibition

Furnishers "Make Hay" at Farmers' Show

A well-laid-out bedding section was part of James Colmer's mammoth stand at the recent Bath and West Show.

DURING the past few years, retail furnishers have come to realise the immense advantages of being represented at agricultural shows in their areas. At the same time, the clothing trade has been quick to seize the opportunities offered of sales to farmers' wives, and dress-parades have become a regular feature of many shows. Other trades are also playing an increasingly large part.

Furnishers who wish to make sure that any spending money comes their way are well advised to handle these exhibitions in a thorough-going manner, to hold their own against the keen competition offered by other trades. They hold a trump card because both farmers and their wives are interested in furnishings for their homes, and here they have one of the few opportunities in a busy life to do their shopping together.

Store-Replica Stand

With this in mind, James Colmer, Ltd., Bath, decided that an effective way of attracting attention at the recent Bath and West Show was to take a mammoth stand and detail a large number of the staff to look after it.

This large stand was designed as a replica of a departmental store, with a sales front of well over 400 feet. Fifty staff, plus specialists and demonstrators, worked on the stand, which carried its own administration, with the company's secretary in residence.

Cash registers were installed at quick-selling points, and facilities were available for the acceptance of cheques. A private telephone system was in operation to prevent staff being called too far away from their stations.

Furniture, fabrics and household articles occupied much of the extensive space available.

Coronation Link

The stand included a specially-designed Slumberland section, with a purple canopy decorated with Coronation motifs. Another Coronation link was a display of Lister fabrics, including a length of the blue velvet made by the firm for the Peers' chairs at the Abbey ceremony.

Floorcoverings were well represented, together with kitchen furniture, washing machines, and other electrical labour-savers likely to appeal to busy wives.

(*continued on opposite page*)

Animation played a large part at the Berry, Powell & Shackell stand where three displays of this type drew interested crowds.

(*continued from facing page*)

Colmer's stand proved to be essentially a "selling stand," the first sale being made at 9 o'clock on the opening morning, and business continuing briskly throughout the three days of the show.

Animation Draws Crowds

That animated displays are good attention-getters was proved by the stand of Berry, Powell & Shackell, Ltd., Bath. In the centre of the stand was a running waterfall, and behind this an ingeniously mounted photograph of the shop premises, with models of traffic and people moving past. A third animated attraction was a television cabinet loaned by Bath Cabinet Makers, Ltd. In the screen aperture was a background depicting Buckingham Palace, and in front of this passed sections of the Coronation procession in colour. The waterfall and animated sets were produced by the firm's own craftsmen.

Another Coronation link on this stand was a line of souvenir tapestries by Listers. A number of these were bought by a party of American visitors, who came to visit the firm's shop after the show to make further purchases.

Stands taken by other furnishers included two of very contrasting types. Jolly & Son, Ltd., Milsom Street, Bath, had a stand representing a Georgian interior, made and decorated by the firm's craftsmen, who also made the furniture displayed. Contemporary furniture presented as room-schemes was an outstanding feature of the stand of Hooper & Dark, Ltd.

Brisk Business Done

At all furnishing stands brisk business was done throughout the show in both large and small items. James Colmer's reported cash sales approaching the £3,000 mark—among them a dining suite costing nearly £200—and the other firms represented all took a good share of the business done by farmers and their wives.

★

"Why I Like . . ." Essays Win Prizes

DETAILS were given in *Furnishing World* recently of a short-essay competiton to be held by Randall's Stores, Uxbridge. Customers were invited to inspect the range of contemporary and traditional furniture throughout the store, and then to go home and write a short account of their preferences, saying which pieces of furniture they liked—and why.

Prizes of vouchers to be cashed at the store have now been awarded to the customers giving the best reasons for their tastes. The competition, judged by the editor and advertisement manager of the "Middlesex Advertiser," showed that more than 60 per cent of entrants were in favour of contemporary styles. This applied particularly to young people.

The first prize-winner's essay read: "I like 'contemporary' because it enables me to express my own personality in my home, and because in feeling and design it provides a more suitable background for modern living. I prefer the tonic effect of bright colours and natural wood, and find contemporary furniture easier to keep clean and to move around."

The second prize-winner favoured traditional furnishing, and wrote: "I feel a room furnished with 'traditional' immediately gives it an air of dignity and good taste, qualities that seem to be lost in these days. The 'traditional' is more solid and much more comfortable. Its little extra crevices and weight may call for some additional work, but in the end it is well worth while."

★

Furnishers' Guess-the-Price Competition

A NOVEL Coronation Year competition conducted by Kerrs of Greenwich, furnishers, 217-219 Greenwich High Road, London, S.E.10, invited customers to inspect and guess the price of a three-piece lounge suite displayed in the centre window of the store.

The price was fixed by the directors, and deposited in a sealed envelope with the editor of a local newspaper. Customers were asked to write on a printed entry form what they consider the unpriced suite should cost, and the suite was then awarded to the competitor whose entry was nearest to the correct figure.

The smallest purchase, for cash or deferred terms, entitled a customer to compete for the prize. Competitors could send in as many entries as they wished provided each entry was made on a separate printed form.

The winner of the Coronation Bride competition at Laskers Home Furnishers, Ltd., Manchester, was a pretty G.I. bride, seen above with her husband, Staff Sergeant Byers. Among the many gifts received by the young couple was a walnut bedroom suite presented by Mr. Lionel Lasker.

A NEW means of attracting attention to their store was a "Coronation Bride" competition devised by Laskers Home Furnishers, Ltd., Manchester, to celebrate their first anniversary.

From among hundreds of girls married between March 20 and June 20, ten finalists, all about 20 years of age, were chosen by the firm and their advertising agents. These ten brides appeared personally at the store on June 27, for judging by 40 members of the public. Carroll Levis, Violet Pretty, the television, radio and stage stars, with Kenneth Wolstenholme, the B.B.C. commentator, measured the applause and helped to judge the competition. The whole of one floor at the store was taken over for the final heat.

The winning bride was presented with a walnut bedroom suite by Laskers, and other gifts from Manchester retailers included a model dress and a bouquet of flowers. In addition the winner and her husband received complimentary tickets for theatre and cinema, and an air flight to Morecambe where they were entertained by the Morecambe and Heysham Corporation. Other gifts included a year's free subscription to the magazine "Housewife."

How American Retailers

Show and Sell Carpets by novel window displays

A coast-to-coast selection of Floorcovering promotion ideas

WHEN dealing with displays of rugs and carpets, both in the window and inside the store, the problem often facing furnishers is how to show a variety of designs and colours in a restricted space.

As with all branches of furnishings, floorcoverings often make the most effective displays when teamed with the other items that go to make up a complete room. If handled in this way, there is no reason why displays of carpets should not be as original and prove as good attention-getters as those of soft furnishings and accessories.

One of the best ways of drawing attention to rugs and carpets is to show them at or above eye-level—in other words, anywhere except in their normal place on the floor.

Here are a few ways in which American retailers have recently introduced variety into their windows and interior displays of floorcoverings.

Single and Multiple Displays

To display a variety of colours in cotton broadloom, a New York store recently used vertical and horizontal panels suspended from the ceiling, with five strips of the floorcovering wrapped around each. Additional colours were displayed in the foreground, and a full-sized green rug extended along the back wall and floor. Adding spice to the display were single and two-seater seats in white wrought iron, and a wrought-iron table with matching lamp and groups of evergreen plants.

A Philadelphia speciality shop recently showed a wide range of colours and designs in a small window by featuring rolled 27-inch samples slipped on to the rungs of one- and two-sided racks. Eight samples were accommodated on the single racks and sixteen on the double size.

In a very unusual window display at Buffalo, a retailer used large cut-outs of carpets in tulip design, tying-in with a local festival. The multi-coloured "tulips" were planted behind a wall of imitation brick, with artificial tulips at the base.

A symphonic arrangement of carpet styles recently drew crowds to a St. Paul store. Here carpet samples of various weaves and patterns, in colours of green, gold, beige and grey, were set in violin stands and placed against a backdrop of carpeting. Showcards took the form of sheet music placed at the foot of each stand, and a display figure of a girl, dressed for concert-going, held a conductor's baton.

Interior Displays with Originality

Laying carpet samples out on picnic tables in a main floor aisle recently proved an effective way of teaming these with draperies and accessories at another store. The small tables were ranged along one side of the department against a wall carrying drapes of furnishing fabrics. All merchandise shown was clearly priced so that customers could see at a glance the cost of new curtains and floorcoverings.

A popular feature of a carpet speciality shop in New York is a "library." The bound books of carpet samples are arranged in order, and customers are able to browse through them in order to decide the style they wish to buy.

Style and colour co-ordination was suggested in a display at a Philadelphia carpet store which draped the walls with gaily coloured cotton carpeting, teamed with printed fabrics and upholstery cloths.

Fine rugs not only look fine on the floor, but on the wall, too, and this was demonstrated at a Chicago showroom recently with a display of "bed-sitter" furniture, and a striking and colourful rug hung on the wall above the bedhead, in place of a picture.

Serving the double purpose of décor and display at a Los Angeles store were samples of resilient flooring, fixed to the walls of the department. The centre of the floor was used to show rugs, while another wall was "papered" in soft-surface samples.

When it comes to carpets—

One Woman in Fifty Knows her own mind

"NOT one customer in fifty can tell you definitely how much carpet she will need," says the buyer of a big American carpet store, who advises a policy of personal calls at customers' houses, to check dimensions.

These calls should never be made, he says, without telephoning first, as few people appreciate a "drop-in" call.

To save the customer's time, this store first find out the price-range wanted, and the type of material and styling. Then one of the store's assistants calls at the house with samples to check dimensions and compare colours with the furniture. A woman who has started off with the idea of having a carpet of a certain shade frequently changes her mind when she sees samples of other colourings side by side with her furniture and curtains.

Having made a sale, the store keeps the customer posted with makers' pamphlets concerning the types of carpets in which she is interested, so that she will call them in again when she needs to buy new floorcoverings for other rooms in the house.

Tips for Carpet Customers in "How-to-Buy" Booklet

"A plain carpet makes a room look more spacious and helps to create a restful atmosphere—whether the furnishing theme is contemporary or period."

"No carpet can truthfully be offered as 'fadeless.' Some colours are more fast than others."

"There is a growing trend towards the shaggy texture and two-tone effect . . ."

THESE practical points are among many made in an amusingly-written booklet issued by S. J. Stockwell & Co. (Carpets), Ltd., entitled "How to choose a Carpet."

Written for distribution to the public, the booklet gives advice on the type of carpets to be used for different purposes—for halls and stairs, living-rooms, and bedrooms. It also contains sound advice on the care of carpets, including hints on the removal of stains.

Short NEWS from N.S.E.W.

The telephone number of A.V.P. Industries, Ltd., has been changed to EDMonton 1040.

* * *

Mr. Francis Camillo Sorge, Parkstone, Dorset, managing director of Windser Furnishing Co., Ltd., left £3,557 (net £3,069).

* * *

Broomhill Co-operative Society, a small one, reports that a recently held furnishings exhibition for a week resulted in trade worth £2,690.

* * *

The business of D. E. King, furnishers and upholsterers, has been transferred from 19 to 20a Aylmer Parade, High Road, East Finchley, N.2.

* * *

A soft furnishings department has been opened by Selwyns, furnishers, 254 Upper Richmond Road, Putney.

* * *

Michael Nairn & Co., Ltd., linoleum manufacturers, Kirkcaldy, Scotland, have opened a new branch at Arnos Vale, Bath Road, Bristol, 4.

* * *

M. H. Charing, furniture manufacturer, has moved to larger premises at 62 and 64 Columbia Road, Hackney Road, London, E.2.

* * *

Harris & Sons (Plymouth), Ltd., furnishers, have removed to temporary premises at 4 The Ope, Portland Square, Plymouth, on expiration of their lease.

* * *

A. Brosch & Sons, antique and reproduction furnishers, are shortly to open their new branch at 263 Mansfield Road, Nottingham.

* * *

New showrooms for home furnishing gift lines, lampshades, china and glassware have been opened on the lower ground floor by Story & Co., Ltd., furnishers, 49-61 Kensington High Street, W.8.

* * *

The White House, furnishers, Babington Lane, Derby, have extended their bedding department.

* * *

Purcell & Son, carpet planners to the trade, have begun business at 170 West End Lane, West Hampstead, N.W.6.

* * *

Greenford Mattress and Upholstery Services, 98 Horsenden Lane, Greenford, Middlesex, have opened a new branch at 349 Rayners Lane, Pinner.

Brochure To Help Bedding Sales

The Malvern bedstead fitment in either walnut or mahogany by W. Leet & Son, Ltd.

A BROCHURE for consumer distribution is being produced by Sunresta Bedding, Curtain Road, London (W. Leet & Son, Ltd.).

The brochure, which is called "Symphony of Sleep," is a sequel to the firm's previous publication "A Book for Bedtime."

Trade Press advertisements are to be followed by area advertising in the local Press tied up with a comprehensive retailer campaign—window streamers, showcards, and animated window displays featuring the well-known "Sunresta" gnome symbol.

The entire consumer effort, Press and shop displays, will invite the public to obtain a copy of "Symphony of Sleep" from the nearest retailer or, if necessary, from the manufacturers.

The new showrooms of Nobility Upholstery, Ltd., at 12a St. George Street, London, W.1. (Story last week)

Mr. William Rhodes, holding the Somnus Trophy, with Mr. Arthur Robinson at the Somnus Golf Competition for the F.T.B.A.

Somnus Golf For F.T.B.A.

THE Somnus Centenary Golf Competition in aid of the F.T.B.A. was held at Sand Moor Golf Course, Leeds, last week. It was organised by Mr. Arthur Robinson, a director of William Rhodes, Ltd.

The sum of £124 was realised by the competition.

Results were:—

Somnus Centenary Trophy, Mr. A. S. C. Longley, 83, net 70, handicap 13. Runner-up, Mr. Eric Wroe, 85, net 72, handicap 13.

Best gross score, Mr. E. Hume, 83, net 78, handicap 5.

"World" Report Shows Sales Rush For Furnishings

(*from page* 37)

Keen shoppers at WILLIAMS' FURNITURE GALLERIES, 187-193 Kilburn High Road, N.W.6, are securing walnut dining sets, reduced from 54½ gns. to 39½ gns.; oak dining tables, usually £16 3s. 6d., for £10; and bookshelves marked down from 5 gns. to 29s. 6d. Purchase of a figured walnut bedroom suite, with fully fitted gent's large robe, shows a saving of £22 13s., at the sale price of £43 10s.

Monday was a "Red Letter Day" during the sale period to SELFRIDGES, LTD., Oxford Street, W.1, when uncut moquette three-piece suites (wing style, four-seater settee) were marked £49 19s. 6d., representing a reduction of one-third the usual price. Upholstery weave fabric (48 in.) was offered at the half price figure of 5s. 11d.

HOME LINENS, LTD., Station Parade, Muswell Hill, N.10, are offering down quilt sets in taffeta with ruched oval centre at 69s. 6d., single bed size, while double bed sets are marked 76s. 6d. Short net curtaining, panelling, spotted voile, frilled net, figured net and marquisette, can be purchased from 1s. 9d. to 5s. 11d. per yard.

At SELBY'S, 386-402 Holloway Road, N.7, 36 in. printed spun rayon is selling well at 2s. 9d. per yard. Other lines in popular demand include 48 in. cotton damask at 4s. 11d. per yard; Axminster carpets (2½ yds. by 3½ yds) at £19; and 3 ft., 4 ft., and 4 ft. 6 in. spring interior mattresses, priced at £6 5s.; £7 15s., and £8 10s., respectively.

On Monday, B. B. EVANS & CO., LTD., 142-162 Kilburn High Road, N.W.6, commenced their sale by offering walnut dining sets, comprising 4 ft. sideboard (fitted two drawers, two cupboards and shelf), 60 in. by 30 in. panel-end extending table, and four panel-backed, spring-seated chairs, usually priced at 45 gns., for 39 gns.

WOLFE & HOLLANDER, LTD., 227-228 Tottenham Court Road, W.1, are selling three suites in uncut moquette, with sprung 33 in. high buttoned backs, with arms and fully sprung seats upholstered with rubberised hair, for 39 gns.; seamless hair carpets having two tone effects of brown and green, reduced from £25 to 19 gns.; and 48 in. damask in period design on blue and green grounds, usually 17s. 11d., offered at 9s. 11d.

Foam Rubber Should Be Used For Seamen's Bedding—M.O.H.

A SHIP'S bedding should consist of foam rubber cushion mattresses with suitable pillows and regular changes of linen, or all seafaring men should carry their own bedding with them, it is suggested in the annual report of the Medical Officer of Health, Dr. E. H. Walker, to the Port of Manchester Health Authority.

"The condition of bedding used by seafaring men gives cause for serious consideration," says the report. "The incidence of vermin has been reduced progressively for some years by the use of D.D.T., but cleanliness of the bedding is lacking in many instances.

"During the year it was noted that mattresses and pillows were not always changed when there was a change of crew. On one vessel it was noted that within three months there had been 100 different men signed on as crew, the total crew at any one time being only 10.

"Changes of linen, i.e., sheets and pillow-cases, occur at the discretion of the owners and are not enforceable on all ships. Should a man with unclean habits leave a ship it is possible that his mattress may have to be used by another man who may be careful in personal cleanliness but who would be greatly discouraged upon finding such bedding when joining a ship.

"The introduction of foam rubber cushion mattresses has improved matters considerably, but flock and other soft filling materials are still used for pillows. The foam rubber cushion mattresses together with suitable pillows and regular changes of linen would be advantageous.

"An alternative method is for every man to carry his own bedding with him; this would be a cumbersome arrangement and inconvenient when changing ships, but would prevent complaints as there would be only one person responsible for a dirty bed. It is a system that ratings in the Royal Navy have accepted for years and has definite advantages in many ways."

Readers' Viewpoint

(continued)

Furnishing the Satellite Towns

The Editor,
"Furnishing World."

SIR,—Reading your article in the *World* of June 26 *re* Hemel Hempstead, I think the position is incorrectly stated. Even a casual observer in Adeyfield could not fail to see the deliveries several times a day from the well-known local store, which has served Hemel Hempstead and district so well for more than 120 years.

I might add that well-established firms have to consider the very high rents of these new shops. Added to this, it is not always advisable to open a branch on your doorstep.

This same firm delivers a brochure and a catalogue to every new tenant on arrival. For your information I know the bulk of these deliveries are furniture and floorcoverings.

Yours, etc.,
GEORGE DAVIES.
Hemel Hempstead.

Opportunities For Overseas Orders

Fabrics Agency

THE Commercial Department of the British Embassy at The Hague, has reported that Mr. Jacq. Workum, Amsterdam-C., O.Z. Voorburgwal 223, is anxious to represent on a commission basis, a United Kingdom manufacturer of novelty furnishing fabrics.

Mr. Workum has been established since 1920, and is reported to deal in all kinds of textiles and fashion goods. He has one sub-agent and two travellers, and covers all districts of Holland. He is considered to be a suitable connection for United Kingdom manufacturers.

United Kingdom manufacturers interested in this enquiry are requested to contact Mr. Workum direct at the above address in Amsterdam. Responding firms should also notify the Board of Trade Commercial Relations & Exports Department, Horse Guards Avenue, London, S.W.1, that they have done so.

All enquiries by telephone should be made to TRAfalgar 8855, Ext. 2942.

Needlepoint for Chairs

THE British Consulate-General at New Orleans reports that Wynn & Graff, of 402 Woodland Street, Nashville, Tennesee, are interested in securing the quotations from United Kingdom manufacturers for needlepoint for chair seats and Victorian furniture as follows:—

Needlepoint for seats and furniture: 60 in. width, 3 squares to width; 60 in. width, 2 squares to width; 40 in. width, 2 squares to width.

Quotations should be made in U.S. currency, c.i.f. East Coast or Gulf Ports, and should include all packing charges. An indication of duty should be included.

The enquirers are reported to have an excellent small warehouse and handle general upholstery supplies. They have an associated business in Tulsa, Oklahoma, and are considered to be a suitable connection for United Kingdom firms.

Those in a position to offer supplies, are invited to communicate direct with Wynn & Gaff, forwarding quotations, as indicated, together with samples.

A copy of offers made, with enclosures, sent to the British Consulate-General, 1022 National Bank of Commerce Building, New Orleans 12, Louisiana, would enable the Overseas Officer to pursue the enquiry and assist in approaching other potential importers. (*continued next col.*)

New Furnishing Branch In S.E.14

The new branch furnishing store opened at 373-375 New Cross Road, London, S.E.14, by Parades, Ltd., 56-58 South Road, Southall, Middlesex. (Reported in issue of June 19.)

Responding firms should also notify the Commercial Relations and Exports Department of the Board of Trade, quoting reference CRE/374/53. All enquiries by telephone should be made to Trafalgar 8855, Ext. 2942.

Open Days Show Students' Furniture Work

VISITORS to the Technical College for the Furnishing Trades, Shoreditch, London, on the occasion of the Open Days early this week saw an impressive display of furniture designed and built by full-time and part-time students.

In general, designs showed great originality and ranged from small occasional furniture to full-size wardrobes and tables. Some upholstered chairs were also included.

Opportunity was also given to visit all the shops while work was in progress and to inspect the newly-fitted-out library.

Co-op. Furnishing Men Win Golf Match

The Scottish Co-operative Furnishing Managers' Association successfully retained the J. J. Paterson Trophy in a golf match over Elderslie course in June against their Drapery Manager colleagues.

The furnishing men won by four matches to three.

£7,000 For Furniture

Doncaster Town Council are to spend an estimated sum of £7,000 on furnishing and equipping a new special school at Rossington Hall, Doncaster.

An idea adopted by a Kilmarnock firm of furnishers is the conversion of a single-decker bus into a travelling showroom which now takes its wares to the remoter country districts.

HYPNOS
Mattresses and Pillows
WILLIAM·S·TOMS·LIMITED
HIGH WYCOMBE AND EXETER
Hypnos Productions: Spring Interior Mattresses, Divans, Bedsteads and Spring Mattresses.

Diary Dates

July 18-25. N.A.R.F. Summer School at Oxford.

July 20. Annual General Meeting of Leeds and Bradford Area, F.T.B.A.

July 21. Meeting of National Executive Committee, F.T.B.A., at Kingsleigh Convalescent Home, Seaford, at 2.30 p.m.

August 30. Annual Cricket Match organised by Nottingham branch, F.T.B.A., at Stapleford.

August 31 to September 4. Technical Course organised by Furniture Development Council at Nottingham University.

September 9 to 19. Welsh Industries Fair at Sophia Gardens Pavilion, Cardiff.

September 23. Annual Golf Tournament of Bournemouth and Dorset Area, F.T.B.A., at Broadstone Golf Club, near Poole.

October 1 to 3. Meeting of General Assembly of European Furniture Federation in Brussels.

October 7. Annual Dinner and Ball of Liverpool Area, F.T.B.A., at Exchange Hotel, Liverpool.

October 13. Annual Dinner-Dance of North-West Furniture Trades Federation at Grand Hotel, Manchester.

October 27. Kingsleigh Ball and Annual Prize Draw arranged by Nottingham Branch, F.T.B.A., at Palais de Danse, Nottingham.

"World" Service Bureau

Some Enquires Answered

8886.—Velvets.
8887.—Tapestries.
8888.—Sliding gear for drawers of filing cabinets.
*8889.—"Comfi" footstools.
8890.—"Minty" sectional bookcases.
8891.—Board of Trade designated No. 22.
8892.—"Lightning" zip fasteners.
8893.—Reproduction hall chairs or stools with narrow backs.
8894.—David Whitehead fabrics.
8895.—"Largo" rugs.
8896.—Cot which can be converted into a separate playpen and child's divan.
8897.—"Regalsleep" beds.
8898.—"Resista" felt table top protectors.
8899.—Retail furnishers in Orpington, Kent.
8900.—Internal wooden roller shuttering for public house bar fixtures.
8901.—Sleeping bags.
8902.—Combined tables and firescreens.
8903.—Children's car seats.
8904.—Metal kitchen cabinets.
8905.—Folding trestle tables and chairs.
*8906.—"Firefly" chairs.
8907.—"Swan" baby carriages.
8908.—"Mothdoom."
8909.—Chest, 2 ft. 6 in. wide, with five drawers and lift-up top containing mirror.
*8910.—"Turncap" loose cover clips.
*Means unanswered. Can any reader help?

New sections for furniture, bedding and carpets are to be opened shortly at the store of Sidney Smith (Chelsea), Ltd., 38-52 King's Road, Chelsea, S.W.3.

Bedding sections have been opened at the shops of Nimbus, office furnishers, 189 Strand, London, W.C.2, and 134 King Street, Hammersmith, W.6.

These Factories Are Closing for Holidays

M. H. Charing will close from August 1 to August 17.

* * *

C. Lamb & Sons, Ltd., will close from July 31 to August 10.

* * *

Parslow Furniture, Ltd., will close from July 24 to August 8.

* * *

Shrager Bros., Ltd., will close from July 25 to August 8. Skeleton office staff will be available for urgent orders.

* * *

S. Grant (Furniture), Ltd., will close from July 31 to August 18.

* * *

J. Summers & Sons (Furniture), Ltd., will close from July 24 to August 10.

* * *

Ralph Toper & Sons, Ltd., will close from July 24 until August 10.

* * *

Paragon Furniture, Ltd., will close from July 25 until August 9.

* * *

M. Jaffe will close from August 1 to 9.

Stonehill Furniture, Ltd. will close from July 25 to August 11.

* * *

Crown Bedding Co. (London), Ltd. will close from July 27 to August 7.

* * *

H. J. Berry & Sons will close from July 24 to August 10.

* * *

W. Steel & Co., Ltd., will close from July 31 to August 10.

* * *

Bright's Cabinet Co., Ltd., will close from July 25 to August 9.

Stockroom Dates

D. M. GILBERT & CO., LTD., and GAYWOOD FURNITURE, LTD. July 13 to 17, at Queens Hotel, **CARDIFF.** Mr. George Holdsworth and Mr. M. Halpern in attendance.

* * *

CHARLES NEWTH & SONS, LTD. July 13 to 17, at Royal Hotel, **BRISTOL.**

A new shop for the sale of furnishing fabrics and household linens has been opened by Allens Fabric Stores, Ltd., at 73 Streatham High Road, London, S.W.16.

Co-op. Furnishing Sales Results

The quarterly report of the **Royal Arsenal Co-op.** of Woolwich, for the 13 weeks ended April 4, says that trade in the furnishing department amounted to £180,838, this being a decrease of £7,171 when compared with the corresponding period of a year ago.

Sittingbourne Co-op's half-yearly report for the 26 weeks ended April 4 shows that furnishing sales totalled £18,292, a slight decrease on a year ago.

The **Brighton Co-op.'s** half-yearly report shows that trade in the furnishing department amounted to £75,882, compared with £73,690 in the corresponding period of a year ago.

Furnishing sales of £8,734 are recorded in the half-yearly report of the **Diss Co-op.** for the period ended April 11, this being a decrease of £1,241 on the corresponding period of a year ago.

The 163rd half-yearly report of the **Gillingham Co-op.** for the period ended April shows that trade in the furnishing department amounted to 20,940, this being a decrease of £2,595 when compared with the corresponding period of a year ago.

Furnishing sales of £7,986 are reported by the **Eastleigh Co-op.** for the past half-year, compared with £7,012 in the corresponding period.

The half-yearly report and balance sheet of the **Chesham Wycombe and Tring Co-op.** for the period ended March 16, 1953, says that trade in the furnishing department amounted to £43,755, this being a decrease of £712 when compared with the corresponding period of a year ago.

The **Grays Co-op.'s** half-yearly report shows that trade in the furnishing department totalled £91,230, an increase of £9,506 over the corresponding period.

Furnishing trade of £26,931 is announced in the half-yearly report of the **Sheerness and District Co-op.,** compared with £30,509 in the corresponding period of last year.

The half-yearly report of the **South Suburban Co-op.** of Croydon, shows that trade in the furnishing department amounted to £244,199 for the six months ended March 7, this being a decrease of £3,198 when compared with the corresponding period of a year ago.

Luton Co-op.'s report for the half-year ended March 10, says furnishing sales totalled £82,101, compared with £77,803 in the previous half-year.

CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

Trading Results

Further Fothergill and Harvey Figures

NET current assets, as shown in the consolidated balance sheet, for **Fothergill & Harvey** (furnishing fabrics, etc.) have contracted by £24,530 to £915,175. Stocks fell by £529,128 to £874,535. Turnover fell in value by 33 per cent (though in quantity it was virtually the same as in the previous year according to the chairman's report). Main cause of the contraction has been the decrease in the price of raw materials.

Heavy Fall for British Glues

PROFITS for **British Glues and Chemicals** have fallen sharply. Consolidated profits, less loss (including £25,000 from provisions) are £243,424 for the year to March 31, against £821,618 for the previous period.

Carpet Firm's Final Figures

FINAL figures for **T. & A. Naylor,** carpet manufacturers, show trading profit to March 28 to be £295,096 (£146,213). (Net profit, etc. quoted June 19 issue.) Current assets are £771,404 (£616,342); current liabilities £154,117 (£154,137).

Ordinary dividend is 20 per cent against 10 per cent for the previous year.

Timber Firm's Profit

GROUP trading profit for **Millar's Timber & Trading Co.,** to December 31 last, is £421,173 against £562,809 for the previous year. Interest, etc. is £421 (£470). Net profit: £150,459 (£135,756).

Current assets are £2,658,219 (£3,178,471) including stocks £1,613,733 (£2,005,232) cash £101,661 (£94,332). Current liabilities are £1,471,049 (£2,028,440).

Ordinary dividend is 25 per cent. (20).

Futurist Net Profit Up

TO December 31 the trading profit for **Futurist (Liverpool)** was £8,299 (£9,649). Add £2,543 (£2,485) from property making £10,843 (£12,134). Net profit is £4,632 (£3,419) after deducting all charges including tax. Future tax £2,105 (£1,000), dividend 3 per cent (5), forward £4,909.

Joinery Dividend Up

GROUP trading profit for **Austins of East Ham** (joinery, mouldings, etc.) has increased from £126,318 to £148,049. After directors' remuneration of £26,387 (£23,599) and depreciation £16,020 (£15,252), etc., there is a balance of £107,039 (£88,922), subject to taxation of £68,344 (£58,004).

On the £192,500 issued Ordinary capital the dividend is being raised by 5 per cent with a recommended payment of 15 per cent for the year to March 31 last.

F. Wrighton Profit Down

Group net profit for **F. Wrighton & Sons** (Associated Companies) to March 31 last is £14,549 (£31,054) after tax of £23,816 (£47,920). Add E.P.L. no longer required £2,000 (nil). Forward £92,322 (£85,760). Dividend remains at 15 per cent.

Timber Firm's Results

To May 2, 1953, net profit for **Bell & Sime** (timber importers and sawmillers) was £29,386 (£21,863). Debtors £151,069 (£134,029), timber and tools £128,918 (£100,272) and cash £27,081 (£7,834). Overdraft nil (£4,062).

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

George Alfred **Day,** lately carrying on business at Back 172 Witton Road, Aston, Birmingham, under the name of "**Day & Tonks,**" cabinet maker. Application for discharge September 14 at The Court House, Corporation Street, Birmingham, 4.

Ina **Abbott** (married woman), carrying on business under the style of **William Abbott & Sons,** 132 Kirkstall Road, Leeds, upholstery manufacturer and repairer. Receiving Order and Order of Adjudication June 24.

David **Perin,** trading as M. **Perin,** 93-93a Redchurch Street, London, E.2, cabinet maker. Receiving Order June 25.

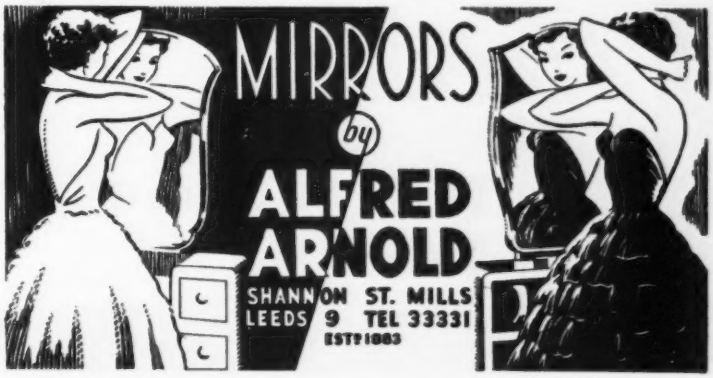
VOLUNTARY LIQUIDATION

Jones, Moss & Co., Ltd., 13 and 14 Ironmarket, Newcastle-under-Lyme, cabinet makers, house furnishers and upholsterers.

At the statutory meeting of creditors the statement of affairs disclosed liabilities £7,074 11s. 10d. (£6,065 12s. 10d. due to trade creditors), and net assets £5,552 2s. 10d., deficiency £1,522 9s. 0d.

Business was originally commenced in 1797 at 13, Ironmarket, Newcastle-under-Lyme, and the company was registered on October 6, 1922, with nominal capital of £15,000. The original issued capital was £11,214, of which £7,512 was allotted for a consideration other than cash. In 1923 further shares for £736 were issued for cash. The company had always been noted for the supply of quality furnishings, in addition to which up to 1936 a regular auction sale of second-hand furniture was conducted from separate premises. By that time the auctioneering side of the business had declined considerably and it was decided to convert the premises into a store for the sale of furniture of a type designed to compete in the hire purchase market. This enterprise met with moderate success up to the outbreak of war, when there was a general falling off in trade and shortly afterwards the whole of the business was concentrated at the Ironmarket premises.

(continued over page)



CITY NEWS + CITY

(continued from previous page)

Trading accounts for the year March 31, 1948, showed sales £26,633, gross profit £4,667, net profit £249. In the following year sales were £26,421, and net loss £1,035. Accounts to March 31, 1950, showed a net loss £2,946 and for the year to March 31, 1951, net loss £1,421. No subsequent accounts had been prepared but it appeared that for the two and a quarter years to date there had been further trading losses of £4,707.

The company's bankers were secured by a debenture, being a general charge on the assets of the company, and following upon the decision to proceed to liquidation the Bank appointed Mr. P. J. Snow as Receiver.

The directors attributed the failure of the business to lack of capital in recent years, coupled with the trend of trade away from high-class goods.

A resolution was passed confirming the voluntary liquidation with Mr. P. J. Snow, accountant, of Bourner, Bullock & Co., 17 Albion Street, Hanley, Stoke-on-Trent, as liquidator with a committee of inspection.

The following are creditors:—

Barratts of Chippenham, £58; Birch, W., Ltd., £72; Baynell, Ltd., £54; Carpet Trades, Ltd., £198; Cheshire of Nottingham, Ltd., £342; Collins & Hayes, Ltd., £60; Crossley, J., & Sons, Ltd., £65; Clarke & Smith, Ltd., £114; Doran & Price, £53; Dobsons & M. Browne & Co., Ltd., £162; Field, E., & Sons, Ltd., £66; Farr, H., & Sons, Ltd., £61; Humphries, A. V., Ltd., £64; Harrison, W. B., & Sons, Ltd., £54; Heathrite Co., Ltd., £115; Harvey Artwood, Ltd., £88; Hooper, W., & Co., Ltd., £325; Hodges, Charles & Co., Ltd., £176; Knight, C., & Sons, Ltd., £95; Keen, G. H. & S., Ltd., £109; Lebetkin Bros., Ltd., £319; Moorhouse, J. H., & Co., Ltd., £266; Nairn, Michael, & Co., Ltd., £123; Nesta, Ltd., £157; Old Bleach Carpets, Ltd., £475; O'Hanlon & Co., Ltd., £93; Rufus Furniture Co., Ltd., £186; Regina Fabrics, Ltd., £55; Singleton, J., Ltd., £94; Silverdale Co-op. Society, Ltd., £246; Vitafoam, Ltd., £65; Wright Bros. (High Wycombe), Ltd., £68.

INCREASES OF CAPITAL

Swedish Turnery & Plywood Co., Ltd., 698 Green Lanes, Winchmore Hill, N.21.—Increased by £20,600, in £8,000 Preferred and 12,000 Ordinary shares of £1 each and 12,000 Management shares of 1s. each, beyond the registered capital of £5,150.

L. Goffin, Ltd., house furnishers, etc., 122 The Wicker, Sheffield, 3.—Increased by £9,000, in £1 shares, beyond the registered capital of £1,000.

Fairman & Brunton, Ltd., dealers in carpets, rugs, etc., 243 West George Street, Glasgow, C.2—Increased by £1,000, in £1 Ordinary shares, beyond the registered capital of £20,000.

Brunswick Furnishing Factors, Ltd., 9 Brunswick Sq., St. Pauls, Bristol, 2.—Increased by £10,000 in £1 shares, beyond the registered capital of £5,000.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Kiverstein, D. (male), 35 Busby Street, Bethnal Green Road, E.2, furniture manufacturer. £75 6s. 11d. April 8.

Pells (a firm), 6-8 Silksworth Road, Sunderland, furnishers. £33 8s. 6d. June 3.

Harbrook Furniture, Ltd., registered office, 95-97 Maple Road, Penge, S.E.20. £19 2s. 9d. May 20.

Springbourne Bedding Co. (a firm), 4a Waltham Road, Pokesdown, Bournemouth. £22 9s. 1d. May 26.

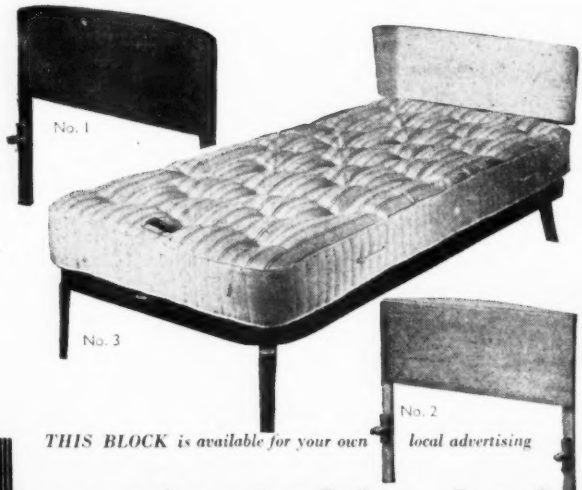
The Distinctive Furnishers (Grimsby), Ltd., 231 Freeman Street, Grimsby, furnishers. £19 8s. 10d. May 28.

Maynard, A. T. (a male), 722a Chesterfield Road, Sheffield, 8, upholsterers. £47 13s. 2d. May 21.

Midland Upholstery Service (a firm), 80 Market Street, Fenton, Stoke-on-Trent. £10 4s. June 5.

Dinkum - Dinkum - Dinkum

'You can't write stuff calling rival products atrocious' said Roger Myer. 'Even if they are'.
'Not atrocious' said Ewart: 'I said *sleazy*.
If they *will* make beds at cut-throat prices with both head and foot boards —'
'The point is' said Alan, 'Myers make inexpensive *beds without footboards* — divans: and so *we* can afford to make the headboards really nice jobs. Right?'
'Not emphatic enough' said Roger. 'They're wonderful headboards — superb veneers — immaculate finishes — now, how can we say that in very few words?'
'Dinkum Dinkum Dinkum' said the typist.



THIS BLOCK is available for your own local advertising

myer's comfortable beds

HORATIO MYER & COMPANY LIMITED VAUXHALL WALK LONDON SE11 RELIANCE 2241-2-3-4-5

Compulsory Winding-up Order for Woodworking Firm

MR. JUSTICE VAISEY, in the Chancery Division, last week made an order for the compulsory winding-up of M. & P. Woodware Manufacturers, Ltd., on the petition of the Thames Timber Company, Ltd.

Mr. S. D. Temkin, who appeared with Mr. I. J. Lindner, Q.C., for the petitioners, said the respondent company was in voluntary liquidation and a statutory declaration of solvency had been filed.

About a year afterwards the liquidator discovered that the company was, in fact, insolvent, and he called a meeting of creditors who resolved that the company should be wound up by the Court.

Since then certain creditors, who were represented by Mr. D. Buckley, had given notice of opposition.

An offer had been made to the creditors but it was conditional on certain property realising £40,000 or more.

Mr. Buckley said he represented opposing creditors to the value of £11,328. Petitioners were creditors for £611 and were supported by other creditors bringing the total value of the creditors represented by petitioners to £2,593.

His lordship said there was a great preponderance of opposing creditors.

Reasons for Petition

Mr. Temkin said there were circumstances which justified a winding-up by the Court. When the declaration of solvency was made a debt of £8,400 was omitted. This made the company insolvent.

The second question was the manner in which the support of the creditors opposing the petition had been obtained.

Thirdly, there was the question of the bona fides of the offer made to the creditors, and fourthly, the bulk of the creditors were interested as shareholders or as persons controlling the company. A sum of £8,000 was due to a company which was controlled by the controlling director of M. & P. Woodware, Ltd.

Mr. I. J. Lindner, Q.C., submitted that the proper order was for a compulsory winding-up in view of the omission of the £8,000 debt when the declaration of solvency was made. There was a case for investigation into the conduct of those who swore the declaration.

Mr. Buckley said the creditors whom he represented would prefer the voluntary liquidation to continue. They were for the greater part independent trade creditors. The offer made to the creditors was that if the property realised £40,000 the sum of £15,000 would be available for the benefit of the creditors.

Mr. Lindner said the company had a paid-up capital of £2,000 and carried on the business of woodworkers, furniture manufacturers and cabinet-makers. In the declaration of solvency the assets were stated to be £10,828 and the liabilities £9,709. The declaration omitted a debt of £8,000 owed to Sterling Textiles, Ltd.

His lordship said he did not think that the voluntary liquidation, begun in such unfortunate circumstances, should be allowed to continue. There would be an order for the compulsory winding-up of the cofpany. He did not wish to prejudge the issue and he would leave all over matters, if there were any, to be considered in other circumstances and at the proper time.

Another Cardiff Branch for Brown Bros. & Taylor

BROWN BROS & Taylor, Ltd., have opened another new branch in former Dale, Forty premises at Mond Buildings, Union Street, Swansea.

Present at the opening was Mr. T. R. Taylor, Pontypridd branch manager, deputising for Mr. F. G. Gregory, the company's area controller, who was on holiday.

The Swansea branch manager is Mr. F. Bedwell.

New Soft Furnishings Section

A soft furnishings and household linen department has been opened by Fashion Stores, 739 Fulham Road, London, S.W.6.

Fabric of the Week

This 48-in. wide "Osman" curtain fabric has an alternation of plants and flowers in a horizontal pattern and the black etchings stand out in relief from the coloured ground. There are colour variations of lime, rose, green and orange, combined in each case with cream and beige. It is made by Barlow & Jones, Ltd., Manchester.

Australia Wants Lino Agency

THE United Kingdom Trade Commissioner in Melbourne reports that Harrisons Ramsay Pty. Ltd., of 4 Bank Place, Melbourne, are interested in obtaining the agency of a United Kingdom manufacturer of linoleum.

Harrisons Ramsay Pty Ltd. are an old established firm of importers and agents handling a variety of lines, who have branches in all States in Australia as well as in New Zealand. They are considered to be a suitable connection for United Kingdom firms.

Interested firms are invited to communicate direct with the Melbourne firm giving full particulars of the goods they have to offer.

SAMPEX
FURNISHING FABRICS
FOR THE UPHOLSTERY TRADE
SAMPEX TRADING CO.
11 GT. EASTERN STREET, LONDON, E.C.2
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The Best in its Class

Advance
BEDROOM
FURNITURE
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REGD. TRADE MARK

SHEFFIELD CABINET
COMPANY LIMITED
STADIUM WORKS . NORTH END RD.. WEMBLEY MIDDLESEX

Hospital Furnishing Chances

PORTADOWN. The Northern Ireland Hospitals' Authority will erect a new hospital at Portadown, and is to appoint architects in the near future.

SHEFFIELD. A scheme for developments proposed at Whittington Hall will be prepared by Sheffield Regional Hospital Board.

NORTHANTS. C.C. approval is recommended for a new health clinic at Rushden, to cost about £12,000.

FINCHLEY. Plans submitted: Use for erection of hospital buildings and nurses' home. The Firs, Spaniards Road, N.W.3, for Florence Nightingale Hospital.

GLASGOW. John Laird & Son, 87 St. Vincent Street, Glasgow, are the architects for extensions proposed to Mansionhouse Road Nursing Home.

EIRE (Kilkenny). J. V. Downes and F. B. Meehan, 53 Fitzwilliam Square, Dublin, are the architects for an orthopædic hospital proposed by the C.C. at Kilcreene.

SOUTH SHIELDS. The T.C.'s architects for alterations and additions to the old Whiteleas Hospital are J. H. Morton & Sons, Bank Chambers, Fowler Street, South Shields.

Schools, Hospitals and Civic Works

SOUTHPORT. Plans will be prepared by the T.C. for adaptations at "Fairholme," 8 Oxford Road at a cost of £15,000.

PLYMOUTH. Mr. P. W. T. Elford, 1 St. Andrew Street, Plymouth, is the architect for additions to St. Boniface College.

BREDBURY & ROMILEY. The U.D.C. is applying for consent to erect a public hall, at a cost of £30,000.

GOLBORNE. A civic hall is proposed at Lowton by the U.D.C.

SMETHWICK. T.C. reports that in connection with the proposal to erect an additional wing to the Council House at an estimated cost of £36,000, the Minister has approved the project providing that the work was not commenced before July 1.

HOLBORN. Second instalment of building for Students' Union at Bloomsbury, London, W.C.1. Architects: Adams, Holden & Pearson, 2 Gordon Square, London, W.C.1.

DUMFRIESSHIRE. The C.C. proposes additions to Langholm Academy at a cost of about £21,000, and will have plans prepared by George Bartholomew, County Chambers, Dumfries.

Mr. George Bartholomew, County Architect, will prepare plans for additions to Moffat Academy, estimated to cost £21,000.

WORTHING (Sussex). The T.C. proposes modified adaptations and improvements at the Assembly Hall and has authorised the Borough Engineer to discuss the scheme with the architects.

CHESHIRE. The E.C. proposes school building during 1954-55, as follows: Grammar school at Crewe; first instalment of Sale-Altrincham college of further education; first instalment of mid-Cheshire (Hartford) college of further education; and Grappenhall Hall residential special school.

WORCESTER. The T.C. is recommended to seek Ministry approval for plans for the first stage of Guildhall extensions, to cost about £10,000.

CARDIFF. Watch Committee has approved a proposal of G. Baden Smith, of Western Industries (Silver Plating) Ltd., to carry out alterations at Plymouth Street, to convert them into a news cinema, with seating accommodation for 322 patrons.

HATFIELD. J. M. Monro and Sons, 32 Clarendon Road, Watford, are the architects for a canteen extension, to cost approximately £30,000, proposed by the De Havilland Aircraft Co., Ltd.

FIFE. Plans approved by Scottish Home Department for miners' welfare recreation developments at Oakley, providing for pavilion and hall, refreshment room and kitchen, etc., at a cost of about £10,000 with sports facilities.

FARM INSTITUTE

NOTTS. County E.C. has approved scheme for development of Nottinghamshire Farm Institute in stages. The first stage will comprise two rural domestic economy rooms and a lecture room; additional male dormitory space; second stage will comprise study-bedrooms for 20 women students; and a recreation room and assembly hall will form last stage of the scheme.

"Though God hath raised me high, yet this I count the glory of my crown: that I have reigned with your loves" ELIZABETH I

Such is the crown of true greatness, the appreciation rank and honours carry with them, the constant awareness that, while greatness may be thrust upon us, respect is something that must be won.

No leaders, be they kings, queens or captains of industry, can ignore the great importance of this and all it implies. The Scots have an apt proverb for it: "Walk warily with a full cup." No successful business could have a sounder maxim. The days are past when such moral beliefs found expression in mottoes on the wall. For our part this is as well. The day-to-day business of life provides a more practical form of demonstrating such ideals. Proud of our achieved success, we are prouder still of our efforts to retain and consolidate it.

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No. 8—D. Meredew

TO the old-established firm of D. Meredew, Ltd., of Letchworth, goes the credit for pioneering a new style of furniture, assembled from interchangeable parts and characterised by clean lines, which admirably answers the problem of confined space in modern homes. The reputation enjoyed by the firm proves the shrewdness of their assessment of a changed public need and the thoroughness of the research they carried out for six years.

This research included a study of data on the dimensions of typical modern "living units." Figures and plans were obtained from the Building Research Station and elsewhere. An early conclusion reached was that a section of the public had abandoned the idea of owning conventional suites or sets. They wanted good, simple and ultra-adaptable units at a modest price.

The focal point of this firm is the Design Office, as will be shown. Another characteristic feature is the value attached to the work of the Methods Engineer. His department is constantly engaged on the study of production sequences and the best ways to make the most of time, labour and materials. Of interest is the adoption of some American methods for materials handling (see illustration) based on the experience gained by Mr. T. F. Hard, director, who was a member of the Productivity Team which visited the U.S.A. last year.

These are some points of technical interest in the layout and methods of working :—

Raw Materials

Meredew's kiln their own timber but do not handle the conversion from logs. Conversion would not be worth while, it is felt, considering the type and needs of their plant, the space available, and so on.

Much care is taken in bringing the boards to the correct moisture content since it is recognised that this initial phase of manufacture is of far-reaching importance. On careful "seasoning" good machining and ultimate durability depend.

Stocks ample to supply the immediate needs of the factory, keeping a reasonable margin in hand, are stored in the yards. But it is the policy to avoid keeping unnecessarily large stocks and thus tying up capital to no advantage.

Routing of Operations

Considerable attention is now being paid to reorganising the routing of operations to cut down the time and labour spent on handling, which, if carefully assessed, amounts to a surprising figure in man-hours in the average furniture factory.

In the veneer shop the advantages

(continued overpage)

An American idea—a special portable rack with adjustable arms greatly facilitates the loading of veneers and cauls into the multi-daylight press. An example of the thought given to handling materials.

How Good Design Helps Production Of Meredew Unit Furniture

The office of the Methods Engineer—the nerve centre of the factory. Here the routing of a piece-part for a wardrobe is planned by means of tokens moved on a scale drawing.

(*from previous page*)

of the new approach are especially evident and over-all planning already pays dividends. In reorganising this shop the Methods Engineer first made a detailed analysis of the operations to be done and regrouped them according to a logical system of priorities. The principle has been, broadly, that the "convenience" of the minority of pieces passing through the shop must always give way to the needs of the majority. The next aim is to synchronise parallel operations and to make sure of smooth timing and positioning where operations converge.

A typical example of reformed method is in the handling of core stock. Formerly it seemed natural to cut core stock as needed by the ply store; now it passes direct to the veneer store. Study revealed at once that it was far more economical to risk some inconvenience to the ply store than to interrupt the major flow of operations supplying the veneer store.

A clear distinction must be made in planning between principle and expediency.

Flow of Work in the Mill

As in the veneer shop, the scheme adopted in the mill relies upon keeping the amount of work in progress to a minimum and avoiding awkward journeys for the main flow of parts.

It has been found a practicable scheme to do most of the flatting and thicknessing before passing work on to the straight-line edgers. As shown in the photograph, the position of machines has been arranged so that there is the barest minimum of work in progress between the edger and the four-cutter.

Pieces are allowed to stock-pile after the fourcutter. It is, of course, convenient to have large batches available for putting through the tenoners. The relative position of the four-cutters and tenoners has again been arranged to reduce delay to a minimum.

The later operations in the mill are similarly organised for speed. It has been found worth while, for instance, to duplicate some jigs for spindles and routers to hasten the work of loading as well as that of the actual machining. Thus the fullest use is made of machine capacity.

Maintenance of Machines

The engineers work in close conjunction with the Production Engineer.

In the jigmakers' shops the ideas for new jigs are reduced to practical form by painstaking experiment and exhaustive discussion between jigmakers, designers and the Methods Engineer.

The maintenance of machinery is given more careful attention than in most furniture factories. It is not carried out on a breakdown system—as is too often the case—but on preventive principles. All machinery is checked weekly by the maintenance staff.

Care of Cutting Tools

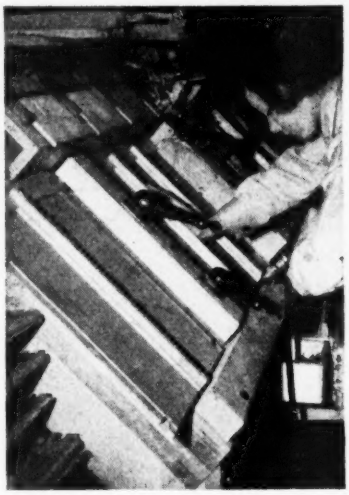
The setting up and, of course, the grinding of saw teeth and the blades of other cutting tools is rightly considered to be the province of the expert alone. All cutter blocks are carefully prepared in the tool room for the actual operations they are to perform in the mill. They are then carefully tested after setting up.

The latest addition to the tool-room equipment gives evidence of the thoroughness of method. This is a spindle on which cutter blocks can be checked for accuracy. A sample piece is run on the spindle and the suitability of the setting carefully gauged and adjusted.

Quality Control

As in most furniture factories, all parts and finished articles are carefully examined for flaws by full-time inspectors at all stages of manufacture. Unusual attention is paid to analysing the reasons for bad work, and as with the maintenance of machines and tools, methods are preventive.

To maintain quality for minimum outlay, the Methods Engineer's



End assembly jig set at 45° means:— (1) *Small parts kept above jig;* (2) *No need to lean over for screws;* (3) *Weight behind screw driver.*

department engages constantly in research into the comparative merits of alternative production techniques. Experiments have been made, for example, to determine whether gluing, nailing or screwing was the most reliable means for fixing strips on to the face of plywood. The method now used is based on these tests. It is of some technical interest that the conclusions reached, in this instance, were that, provided the plywood itself is strong, nailing with the nailing machine gives a joint comparable with a screwed one in strength, and that resin glues give superior performance to either casein or animal glues.

But it was found that the skill and care used in making the joint were far more important than the means used.

The Function of Design

Basic soundness of design is the foundation for manufacture. On the work of the draughtsmen designers the quality of the work, the efficiency and speed of production, and the reputation of the furniture with the discerning public for which it caters, all depend.

It is a cardinal point of policy to avoid anything in the nature of conflict between the designers and the production side. In many firms, it is thought, the mistake is made of employing designers with no real knowledge of the factory. Designs then have to be modified for ease in making jigs and for other practical reasons. The works manager prepares his own set of drawings for operatives to work from; the original design is debased and the result is an uneasy compromise.

Designers at Meredews combine a first-hand knowledge of production methods with a clear idea of the desires of the consumer. They have little difficulty in reconciling the two needs *which should not oppose each other*. They are given a great measure of freedom to develop their ideas.

All modifications are made in the design office. Changes in design as the years pass are following a logical system of development.

The Design Office supervises the production of prototypes and jigs and makes all piece-part drawings when it is finally decided that an idea is acceptable for production.

Continuous flow production—work in progress is cut to the minimum in the mill. Here the two machines are linked together and handling between them is completely eliminated. Note the cleanliness of the mill.

A special jig for the assembly of panels. Edges are glued rapidly by means of a revolving glue-spreader.

Many special tools devised by the engineers are in use in the shops. This multiple drill is an example of skilful improvisation.

Control and Costing

Meredews recognise that under modern conditions of competition, with smaller profit margins and extra rapid production, a close system of control over costing and all operations is, of course, imperative. The management must be able to tell, at least approximately, at any time, the quantity of work in progress, the cost of it, stocks held, and so on.

To balance production of the various parts a system of piece-part numbers is used. The letters and figures which appear on a completed part indicate the position it is to occupy in the finished unit.

HARDWOOD MARKET

By Quercus

Import Ban Ends

THERE have been two major developments during the past week, one affecting hardwood and the other plywood. Firstly, the long expected announcement has been made regarding the ban on the import of non-sterling woods. Importers are now able to apply for licence covering the remainder of the year for hardwood from the non-sterling areas. The lifting of the ban follows months of negotiation. The trade is now back where it was four months ago except that producers in the non-sterling countries have sought, and in many cases found, other markets.

* * *

The authorities have emphasised that, although the ban has been lifted, no undertaking can be given that all applications will be licensed in full. As a concession, however, it has been agreed that applications on this occasion will receive similar treatment whether they are submitted at the beginning of the period or later on. It is hoped that this will enable importers to make contracts in their own good time and at economic prices. The open general licence system permitting unrestricted imports from the sterling area, and the present licensing arrangements for imports from the dollar areas and Japan continue unchanged. It is believed that the hardwood trade representatives during the negotiations pressed strongly for the abolition of the present import licensing system and the introduction of open general licences but their efforts proved unsuccessful—at least at this stage.

* * *

In the plywood trade, the big news of the week was the statement by the Minister of Materials, Sir Arthur Salter, in the House of Commons on the National stock position. Sir Arthur said he had recently reviewed the position following the completion of the Ministry's import obligations and the volume of sales already effected. The plywood trade was shortly being informed of a relaxation which would have the broad effect of doubling the value of import entitlement in return for a given purchase of National stock. If disposal continued at a satisfactory rate he would be prepared to consider further relaxations. (See news report in last week's issue.)

No More Queuing To Clock-On

DESIGNED to cut delay in clocking on and prevent queues forming a new rapid time-recorder has been put on the market. It is called the Blick "Auto-Clip," and is made by Blick Automatic Time Recorders, Ltd., 96-100 Aldersgate Street, E.C.1.

Fully automatic *it is operated by one hand only*—the hand which inserts the card.

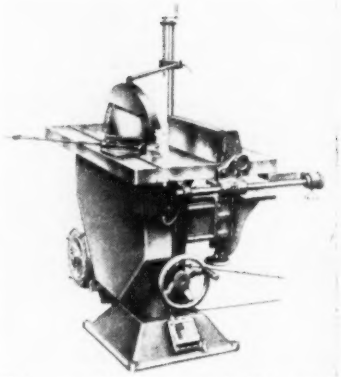
All the worker has to do is to take his card from the rack and insert it in the time recorder. The machine does the rest. It makes the clocking process simpler and more fool-proof thus reducing the necessity for supervision.

The "Clip" mechanism at each registration clips off a "step" down one edge of the card, allowing the card to drop one space further down the card sheath at each successive registration and thus automatically positions successive registrations, one below the other down the card.

A special automatic mechanism is normally set to change over from column 1 to column 2 at midnight and back to column 1 the following midnight.

As a result all the recordings for Monday, Wednesday and Friday appear in one column and all those for Tuesday, Thursday and Saturday in the other column. This facilitates the work of the wages clerk in reading the cards and calculating the hours worked.

The Blick "Autoclip" is fitted with a two-colour mechanism by means of which all "lates" and "overtimes" are automatically stamped in red.



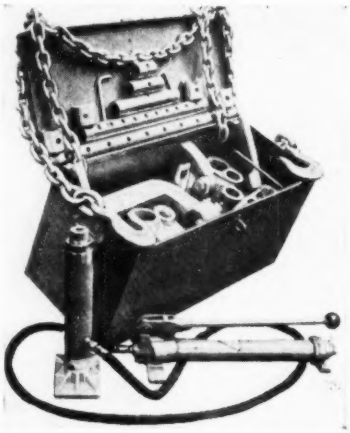
This turntable base model (C4), made by F. J. Edwards, Ltd., is one of four new circular-saw benches just added to the "Besco" range. The firm also announces an over-all reduction in prices of saw-benches. All models are suitable for boring, mortising, rebating, grooving and moulding work as well as high performance sawing.

Cut Costs By Bulk Storage Of Resin Glues

THE latest Bulletin, No. 126, from Aero Research, Ltd., sets out the advantages of the bulk storage system for the larger users of resin glue.

"A bulk storage user of 100 tons of U.F. glue a year," the bulletin says, "would . . . expect to save £233 6s. 8d. on the cost of the resin, about £170 on resin which, if supplied in drums, would have been returned adhering to the walls, and about £100 on handling and transport charges. This gives a total saving of over £500 per annum."

New Multi-Purpose Tool-Kit For The Workshop

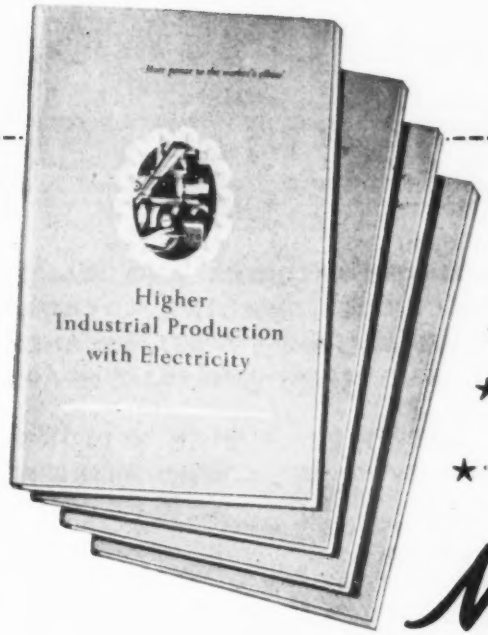


A NEW adaptable tool kit for general works use, of interest to engineers and maintenance men, is now on the market.

The basic unit is a hydraulic ram which by means of special attachments can push, pull, lift, bend, clamp and spread with 200 times more thrust than human hands. A light, hand-operated pump provides the motive force which is conveyed to the tool by a flexible high pressure hose, 7 ft. long.

The kit, made by Chamberlain Industries, Ltd., Staffa Works, Leyton, E.10, is called the "Staffa" Industrial Service Kit.

The "Staffa" Industrial Tool Kit is available in a range of five different models. Each is supplied in a locking metal tool chest.



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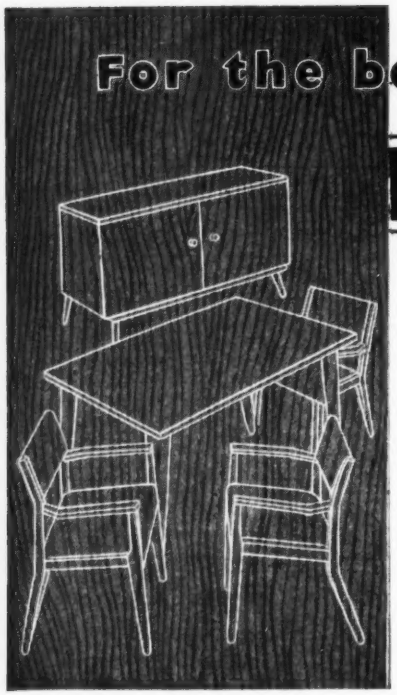
As a contribution to the solution of this problem, the British Electrical Development Association is now publishing a new series of books for management and executives in Industry. The first four are now available: "Higher Industrial Production with Electricity" describes a wide variety of modern production methods; "Lighting in Industry" shows how lighting can affect individual output, how its effectiveness can be assessed, and how improvements can be made; "Materials Handling in Industry" shows the way to increased productivity by improved handling; and "Electric Resistance Heating" indicates where, and how, this unique method of producing heat without combustion can be applied.

The post-free price of each of the books is 9/- and copies can be obtained from the British Electrical Development Association, 2 Savoy Hill, London, W.C.2, or from your Electricity Board.

The Association has produced a film called "A Case for Handling" which illustrates by practical demonstration the vital part that improved materials handling can play in all industries. It runs for 32 minutes, and is available on free loan.

Electricity for PRODUCTIVITY



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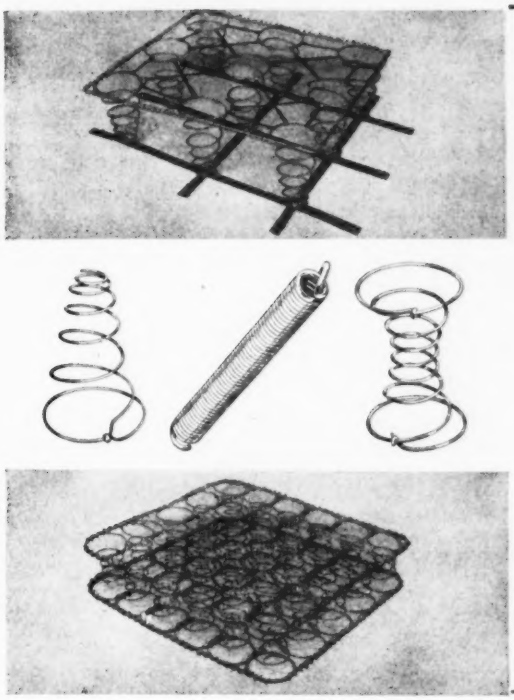

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CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 61

REPRESENTATIVES WANTED

J. C. LANE (Furniture Manufacturers), Ltd., invite applications for representatives for Dining-room Furniture and Fireside Chairs for the following areas: (a) Yorkshire, Durham and Northumberland; (b) South West England.—Replies, with full details, to: Abercrombie Avenue, High Wycombe.

LIVE REPRESENTATION, London and S.E. Counties, required by old-established progressive manufacturers of quick-selling range of speciality small furniture, etc. High rate of commission paid weekly on approved business,. Good connection medium class furnishing essential. Full particulars in confidence. —Box No. 8780 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVES wanted to sell Texa-loom Woven Fibre furniture on commission basis in the following districts—Midlands, Eastern Counties, Yorkshire.—Write, giving full details: A. Bacon & Son, Ltd., Chapel Place, White Hart Lane, London, N.17.

CARPET WHOLESALERS REQUIRE KEEN EXPERIENCED REPRESENTATIVE FOR LONDON AND HOME COUNTIES. BOX No. 8775 FURNISHING WORLD 180 FLEET ST. E.C.4.

S. GRANT (Furniture) LTD.

require Representatives to carry their superior Cocktail Dining Sets in the following areas:—

1. Midlands.
2. South Wales.

Applicants must be car owners and of proven ability. Fullest details, which will be treated in strict confidence, to the Managing Director,

S. GRANT (FURNITURE) LTD.

Harrow Rd., Leytonstone, London, E.11

WOODWARD, GROSVENOR & CO. LTD. AND WM. C. GRAY & SONS LTD.

Twelve months ago a Scheme was commenced to train young men as Carpet Representatives; this Scheme has now advanced and it is necessary to engage two or three more young men.

Those interested should be about 22 years of age, of good health and education and, if possible, to have completed their Military Service.

Applications should be made to Mr. C. B. Kempson, Sales Director of the above two companies and resident in Kidderminster, and full particulars of the Scheme will be explained at a subsequent interview.

REPRESENTATIVES WANTED

REPRESENTATIVE required for Wales. Must be experienced man with own car and good connection.—Apply Sales Manager, William Lawrence & Co., Ltd., Colwick, Nottingham.

REPRESENTATIVES wanted, on commis-sion basis,, to sell exclusive designs in good-quality china cabinets at competitive prices: (1) North England, (2) South England, (3) East Anglia, (4) London, (5) Home Counties, (6) Wales, (7) Cheshire.—Write in confidence to Box No. 8782 Furnishing World 180 Fleet St. E.C.4.

NORMAN LISTER & CO., LTD. (UP-HOLSTERY MANUFACTURERS) FORD LANE, PENDLETON, MANCHESTER. (TEL. NOS. PENDLETON 1206 & 2803) invite applications for representatives for CHESHIRE and NORTH WALES—MIDLANDS, including BIRMINGHAM and COVENTRY AREAS. Only first-class representatives living on the Area and with own car will be entertained. Replies with full details will be treated in the strictest confidence.

The Manufacturers of "DREAMLINE," *The* Bed-settee

Have now completed extensions to their premises and require active representation in the following areas:

YORKSHIRE
LANCASHIRE AND CHESHIRE
SOUTH WALES.

Applicants must have good connections and sales ability.—Apply, giving fullest details in confidence, to:—

The Managing Director,
CLARKE & GOUGH, LTD.,
117 Oldbury Road, Smethwick, Staffs.

First-class man required in **MIDLANDS** area to represent Occasional House with large range including China and Cocktail Cabinets, Bureaux, Secretaires.

Experience essential.

VERY GOOD COMMISSION, Etc., paid.

Reply, in confidence, to: Sales Director, Beauticab, Box No. 8749 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVES WANTED

REPRESENTATIVES required for London and Midlands by High Wycombe manufacturer of firesides, three-piece suites and dining chairs, on commission basis.—Box No. 8644 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVES required for London and West Country for full range of occasional furniture. Generous terms and excellent support.—Reliable Furniture Co., Ltd., 30 Ducal Street, London, E.2.

REPRESENTATIVES wanted, on commis-sion basis, for all areas of the British Isles to sell china cabinets.—L. & M. Benjamin, 227 Old Street, E.C.1. CLErkenwell 5117.

REPRESENTATIVES required for the Midlands and Lancashire, for full range of occasional furniture. Generous commission and full co-operation.—Box No. 8779 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVES on commission basis required for: (1) South London, (2) Oxon, Warwick, Leicester, Worcs, Derby, Notts, Lincs. Good connection essential. —Details, please, to C. F. Michell (Duraluxe), Ltd., Manufacturing Upholsterers, 25 Baches Street, East Road, N.1.

REPRESENTATIVES required by a High Wycombe manufacturer of quick-selling Fireside and Dining Chairs for (1) Lancashire, (2) North of the Thames, (3) South of the Thames. Generous commission will be paid to Representatives with good connections.—Box No. 8764 Furnishing World 180 Fleet St. E.C.4.

M. MORRIS, CABINET MAKERS, WATERDEN ROAD, E.15, REQUIRE SOLE REPRESENTATIVE FOR SOUTH WALES. APPLY IN WRITING, GIVING DETAILS OF PAST EXPERIENCE, REFERENCES, ETC. MUST BE CAR OWNER AND RESIDE IN THE AREA

EXPERIENCED representatives re-quired for London manufacturer of medium priced Oak and Walnut bedroom suites for the following areas:—

1. London.
2. South-East Coast.
3. South-West Coast.
4. East Anglia.
5. South Wales.
6. Midlands.
7. Lancashire and Cheshire.
8. Yorkshire.

Only first-class men with proved selling abilities need apply, giving copies of references to Box No. 8773 Furnishing World 180 Fleet St. E.C.4.

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CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 62

AGENTS WANTED

AGENTS on commission basis required for London and Home Counties, and all other Counties in Britain, to sell to furniture trades, carpet sweepers with national name.—Reply stating age, car-owner, present lines carried, to Taylor & Wilson, Ltd., Accrington.

AGENTS REQUIRED many parts of country by old-established firm with new line of hardwearing economical floorcovering. Must have good connection with retailers. Car owners preferred. Commission basis. —Write, in confidence, stating other lines carried and areas covered.—Box No. 8766 Furnishing World 180 Fleet St. E.C.4.

CARPET WHOLESALERS, well-established, large stockists, British carpets, etc., require the services of experienced representatives for:—

South Coast of England.
North-Eastern Coast of England.
Scotland.

Apply, in strict confidence, to Box No. 8763 Furnishing World 180 Fleet St. E.C.4.

FURNISHING FABRICS. Importers and Agents require sub-agent for High Wycombe area.—Write Box No. AC 82997, Samson Clark, 57-61, Mortimer Street, London, W.1.

UPHOLSTERER'S WAREHOUSEMEN require Agents to carry their fabrics in the following areas:—

(1) West of England.
(2) Northern Counties including Lancashire and Yorkshire.
(3) Scotland.

Must be well introduced to the Upholstery Trade and carrying supporting lines for preference.—Box No. 8752 Furnishing World 180 Fleet St. E.C.4.

PARTNERSHIP AVAILABLE

PARTNER required for old established, high-class furniture business, Bournemouth, genuine reason.—Box No. 8774 Furnishing World 180 Fleet St. E.C.4.

STOCKS WANTED

WANTED—FURNITURE

Job lots, old designs, reject goods and bankrupt stock; any area; spot cash; collection in our own van.—Phone, write or call: Ro-La Furnishing Co., Ltd., 155 Bethnal Green Road, E.2. Phone: BIShopsgate 8623.

MACHINERY FOR SALE

COMBINED under and over Planing Machine 24 in. x 9 in., complete with 10 h.p. Crompton-Parkinson motor and starter, circular cutter block with two new sets of cutters. All in good condition—£90.—Apply Box No. 8776 Furnishing World 180 Fleet St., E.C.4.

MELDRUM INCINERATOR. Steel cased, suitable chip disposal; 10 cwt. P.H. New set of Fire Bricks.—Apply, F. Wrighton & Sons, Ltd., Brampton Works, Billet Road, E.17.

MACHINERY WANTED

REQUIRED second-hand Carding Machine in good working order.—Box No. 8739 Furnishing World 180 Fleet St. E.C.4.

BUSINESSES FOR SALE

BUSINESS FOR SALE. S.W. London. House Furnishers, main road, Store at rear, great asset. Twenty years' lease. Cash and H.P. Turnover £17,000 approx. Scope for increase. Rent, Shop, £600; Store, £100 Ex. Price, Lease and Goodwill, Fixtures and Fittings—£2,500. S.A.V. —Write Box No. 8723 Furnishing World 180 Fleet St. E.C.4.

BUSINESSES WANTED

WANTED.—Large or small furniture businesses—H.P. or cash—with existing staffs (if desired) in North Midlands, Lancs, Yorks and North-East Coast. All correspondence treated as strictly confidential.—Managing Director, Ridings Stores, Ltd., 5-11 Richmond Grove East, Longsight, Manchester, 12.

NOTICE

E. KAHN & CO. LTD.

announce that

their factories at 120-122 Curtain Road, London, E.C.2, and 20-22 Oak Well Gate, Gateshead-on-Tyne, and also Tecta, Ltd., Fenner Road, Great Yarmouth, will be closed from 18th July until 3rd August inclusive. Arrangements have been made to acknowledge correspondence and deal with telephone enquiries.

PREMISES AVAILABLE

FOR SALE.—Business Premises in Scottish East Coast town, on main thoroughfare, comprising 2 shops, 2 Saloons, Workshops.—Box No. 8777 Furnishing World 180 Fleet St. E.C.4.

FOR SALE

PLASTIC SHEETING, plain or embossed. Piping, strapping, Suedeen, Lining, Binding Accessories, etc. Leathercloth, Textile Piece Goods, Large Remnants, Stock Lots and Special Bargains. Callers and enquiries invited.—D. Meyer, 58 Gt. Marlborough Street, W.1. Tel.: Gerrard 3391.

SECOND-HAND renovated streamlined upright iron frame Pianos (as new) from £40. Try one.—Ingram Piano Co., Ltd., 72-74 Chapeltown Road, Leeds, 7.

RECONDITIONED ex-Army huts and manufactured buildings; timber, asbestos, Nissen type, hall type, etc.; all sizes and prices.—Write, call or telephone: Universal Supplies (Belvedere), Ltd., Dept. 46 Crabtree Manorway, Belvedere, Kent. Tel.: ERIth 2948.

DUST SHEETS

BRAND New Unbleached Heavy Cotton and also Twill. Sizes 12 ft. x 6 ft. and 12 ft. x 9 ft. Also Tarpaulins, Brand New, 1st Quality Jute, size 18 ft. x 12 ft. All for immediate delivery.—S. Alter, 19 Oakley Avenue, Ealing, W.5. 'Phone: ACO 1788.

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RODney 5751/4.

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